



Global Marketing Network
When we talk marketing, we really mean business



Landmark agreement to raise standards in the Marketing Profession worldwide between Global Marketing Network and IESEG School of Management

For the first time Marketing Professionals will be provided with a professional framework, developed in accordance with globally established standards

Paris, April 2012. Global Marketing Network (GMN), the Global Accreditation Body for Marketing Professionals, and IESEG School of Management, one of the top business schools in France, signed a landmark agreement aimed at raising standards and capabilities in the Marketing Profession, worldwide.

Included within the plans being drawn up by GMN and IESEG is the launch of a portfolio of new postgraduate marketing certification and executive education programs. These will provide the senior Marketing Professionals of today and tomorrow around the world with local access to cutting-edge professional development, designed, developed and delivered by the combined GMN and IESEG Faculties - a powerhouse of some of today's leading marketing and business experts. Leading publisher Kogan Page is a strategic partner contributing to programs content and materials. Linking directly with GMN's Global Accreditation System for Marketing Professionals, the new programs provide the Marketing Profession with for the first time a truly global continuing professional development framework, developed in accordance with globally established standards, thereby bringing it in line with other business professions in the boardroom. At the signing of the agreement, Global Marketing Network Chief Executive, Darrell Kofkin and IESEG Director-General Jean-Philippe Ammeux, said:

"This exciting and ground-breaking relationship between GMN and IESEG enables us to fulfill our joint and widely-shared vision. Demand is soaring across the world, and at every level of the Marketing Profession, as marketers increasingly need to update and enhance their capabilities in order to achieve the ever-more-demanding results required by their organizations and clients in the fast-changing, complex and challenging global business environment."

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About IESEG School of Management

Established in Lille in 1964 and a member of the "Conférence des Grandes Écoles", IESEG is one of the top business schools in France with an influential alumni around the world. It was recently recognised as the No 2 business school in France for research. www.ieseg.fr

About Global Marketing Network

Established in 2006 Global Marketing Network is the Global Accreditation Body for Marketing Professionals. Its vision is for a strong, unified and respected Marketing Profession, worldwide, achieved through the raising of standards within it.