

## **IMCC launches International Diploma in Promotional Marketing**

*Brussels, 1 March 2013:* EACA's Integrated Marketing and Communications Council (IMCC) has launched the IMCC International Diploma in Promotional Marketing. This new qualification, adapted from the established Diploma offered by the Institute of Promotional Marketing (IPM) in the UK, is the only accredited 'International Diploma in Promotional Marketing' and involves a series of questions and a set brief being completed over a four and a half month period, covering all aspects of planning, implementing and running promotional activity.

The Diploma is designed for agency and promoter personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learning. It provides a thorough overall introduction to promotional marketing and a qualification that is recognised by the industry at large. The Diploma aims to increase standards of professionalism in the industry and provide a benchmark for promoters.

Priced at € 750.00 for IMCC members, the course offers 150 pages of detailed notes, checklists and case studies written by industry experts and can only be accessed by registered candidates. It is based around nine modules, covering topics such as the role of promotions in integrated marketing, codes and legalities, procurement and digital & experiential channels.

According to IMCC Chairman, Alvaro Ales, Director General of Arena 360°, the IMCC International Diploma offers a new level of professionalism to an industry sector which has changed significantly in recent years.

“Integrated marketing communications is now the standard for promotional campaigns – with the explosion of media channels and the opportunities offered by new digital technologies, our IM agencies are playing an increasingly important role in helping advertisers reach their audiences,” he said. “This new Diploma is an excellent way of sharing professional best practice across the industry in Europe and giving agencies a point of difference in the eyes of their clients.”

The IMCC International Diploma in Promotional Marketing is open to all agencies and promoters. Registrations are open till 1 April 2013 and can be made at [www.imcceurope.eu/diploma](http://www.imcceurope.eu/diploma). Papers must be submitted by 16 July 2013.

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**About the IMCC**

*The IMCC is one of the 5 councils of EACA and focuses on integrated marketing communications. Its mission is to represent the integrated marketing communications agencies and agency associations in Europe. It acts as a central source of information for the industry and assists in the development of the reputation and professionalism of the industry across Europe by focusing on three key areas: best practice, lobbying and recognition by way of an international Awards competition, ‘The IMC European Awards’.*