



- [EVENTS](#)
- [IDEAS](#)
- [STANDARDS](#)
- [MEMBERSHIP](#)
- [CAREERS](#)
- [DIRECTORIES](#)
- [ESSAYS](#)
- [CONTACT](#)

Reverse Positioning

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The heart of marketing is positioning. Kotler (2013) asserts that positioning is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market. Positioning ultimately is about how the market positions the value proposition in their minds. Therefore, the outcome of positioning is market positioning. But to achieve market positioning a company must address three important considerations as to how it can influence a market position. They are: Product positioning – unique value the product provides; Corporate positioning – unique personality the company sustains; and Competitive positioning – unique difference the value proposition offers.



Doing Business in China “The Cultural Dimension” you MUST know

CIM

If you are thinking of expanding your business, investing or seeking partnership in this region, there are some international marketing strategies to consider. The most effective is the “Cultural dimension of the Chinese market”.



Institute member's book on markets for renewable energy technology

CIM

Renewable energies are part of a sector that has been developing greatly towards the end of the 90s, but most of all in the last few years in a practical sense, all over Europe, and right now in most of the emerging countries. In renewable energy, solar, wind, and geo-thermal energy among others have been in a process of increasing industrialization and marketing in recent years. Logically, not until there is a sufficiently consolidated market volume in those emerging countries, these types of energies will not be able to compete in the same conditions with the so-called conventional ones. However, social awareness of these new energy forms, as well as their diffusion and establishment in the energy market is still in full growth. This book will therefore contribute towards the consolidation of the market for renewable energy in the coming years.



Institute's E.D. comments on customer experience management

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Grant Lee, FCIInst.M., RPM commented on customer experience management following a summit hosted by the Strategy Institute in March, 2014. See the Institute's YouTube channel at <https://www.youtube.com/watch?v=aVRX-9LoA8o>



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Marketing for Non Profits (with a passion)

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'Non-profits' are a different breed of client or company to work with as a marketer and communicator, whether from inside or outside the organization. Some are small and have lower budgets, less experience and fewer staff. Some are larger, with bureaucracies that are slower and challenging to deal with. But they all have a common goal – to do good things better. And helping them offers opportunity for exceptional rewards.



Mobile offices – business-on-the-fly

CIM

If you are healthy and looking for excitement and a lifestyle that blends business and the pleasures of life on your one trip through this existence, a mobile office may be what is missing from your business experience. Having a mobile office is a full-time job and a career choice that demands life style changes with family and friends.



Canadian Institute of Marketing joins Advertising Standards Canada

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In November, the Canadian Institute of Marketing joined Advertising Standards Canada (ASC). Advertising Standards Canada is the national not-for-profit advertising self-regulatory body. It is committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation.



Membership certificates presented to new members

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New members of the Canadian Institute of Marketing were presented with membership certificates on November 10.



New Members Elected to the Canadian Institute of Marketing

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To November 30, 2014



Sheridan's Pilon School of Business team takes Gold at OCMC 2014

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Sheridan's Pilon School of Business team took gold at OCMC 2014 held at the Blue Mountain Conference Centre November 20 and 21. Congratulations to the Sheraton team from members of the Canadian Institute of Marketing.

Representing the Institute at the event were Faythe Pal, MCIInst.M., and Shiv Seechurn, MCIInst.M., RPM. Both members of Council were judges in the case competitions on Friday.



Canadian Institute of Marketing a sponsor at the 2015 Vanier College BDC Case Challenge (Feb 6 to 8, 2015)

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The Vanier College Business Administration Department has been hosting and organizing the annual Vanier College Case Challenge, an inter-collegial marketing case competition involving colleges from across the country since 2006. This competition offers community college and cegep level Business Administration students a singular opportunity to apply what they learn in the classroom to a true to life business experience.



Canadian Institute of Marketing to exhibit at RRC Directions Business Conference

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The Directions Business Conference brings together students of Red River College's School of Business and Applied Arts with leaders in the business community. Students attend seminars and roundtable sessions throughout the day ranging in topics from financial planning, to getting started in business, project management, marketing and human resources. The day gives them an excellent opportunity to experience a symposium and network with their contemporaries and future employers. Vice Chair of the Institute, Tai Soetan, MCInst.M, is helping organize the event and will represent the Institute at the exhibit table.



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