

L'Institut **Canadien** du Marketing

The **Canadian** Institute of Marketing

excellence in professional development

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Cheeze! No more Cash Cow for the Canadian dairy industry

The term “Cash Cow”, largely used in business portfolio management, was initially introduced by Boston Consulting Group. The term was probably derived from the dairy farms where “milch cow” was kept for its steady milk supply. The same role is being played by the Cheese for Canadian Dairy industry, but after the implementation of the Economic & Trade Agreement with European Union (CETA) business scenario will not be the same. The European dairy industry already has a significant presence in Canadian markets, and have been given deeper access through this agreement.



Evolving from IQ to EQ to CQ in Recruitment

Have you ever been confused or discouraged when you’ve discovered that a new hire isn’t fitting in, is not performing as expected or is not who you thought they were? What happened? Their resume showed they had the IQ and technical skills. They displayed the emotional intelligence (EQ) we were testing for in the interview. Where did they fall off the rails?



Communication in Prospecting

Many people do not give the area of communication much thought in their day-to-day lives, so it is very understandable why its importance is often overlooked in the prospecting part of marketing/sales.

We have three levels of communicating available. Studies show that 100% of successful communicating is made up of all three of these areas. This article will list them in order of how most people place their importance and use them when they convey their messages to one another. This article will also indicate by percentage how these studies view their effectiveness.



Volunteer – it’s human to be good

Over the course of your career you have probably volunteered. More than 45% of Canadians have and Canada ranks #8 in the world for time given to volunteering and money donated to non-profits. That’s a big investment in non-profitable activity. What’s the personal ROI from volunteering?



Register for eTail Canada March 11 to 14

Launched in 1999, eTail is the premiere multi-channel retail conference dedicated to supporting the growth of the retail industry through high-level networking and extensive thought leadership. eTail Canada was launched as part of the eTail Conference series to speak to the unique challenges facing

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Canadian retailers and US retailers looking to expand into this market. The Canadian Institute of Marketing is a sponsor of the conference.



New members of the Canadian Institute of Marketing

New members of the Canadian Institute of Marketing as of January 30, 2015.



Mohawk College wins first place Gold at the 2015 Vanier College BDC Case Challenge

The 10th annual 2015 Vanier College BDC Case Challenge on February 7 and 8 was won by Mohawk College represented by students Matt Brown, Alex Hurley and Scott Merwin and their coaches Drew McTear, Mark Valvasori and Deborah Weston. Mohawk College from Hamilton, Ontario, is the only college to have won first place gold three times in the ten years of the competition.

Cégep régional de Lanaudière à Joliette won silver and George Brown College, bronze.



International student seeking summer internship – Claudio Keller

Claudio Gerhard Keller (20) is a German-born 2nd-year Bachelor of Science in Business Administration student at the International University of Monaco looking for an international internship for a 3-month period during the summer of 2015.



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