

For Immediate Release

**NEWPORT BEACH, CA, March 17, 2021 – Dūcere Global Business School, together with the Chartered Institute of Marketing Management of Ontario (CIMMO), announced a new partnership to offer international marketing professionals free e-learning content on CIMMO and scholarships to Ducere**

The strategic partnership provides immediate access to marketing-focused online courses to CIMMO's existing and new members at no cost. CIMMO members are also eligible for scholarships to Ducere Global Business School's 100% online MBA, Executive MBA, and Bachelor's Degree programs, accredited from leading university partners, including the University of Wales Trinity St. David and the University of East London.

Dūcere students are taught by a network of over 250 global leaders & innovators, ranging from former Presidents and Prime Ministers to Nobel Prize winners and heads of the UN and CIA. The applied learning, work-relevant, student experience offered by Dūcere is designed to keep the modern learner in mind; students have the flexibility to study while working and only take relevant courses that meet their industry and career objectives.

*"We're excited to partner with a global and innovative organization like Ducere to boost value for existing and incoming CIMMO members. The global marketing landscape is rapidly changing whether you're marketing a home-based start-up or a Fortune 100 brand. Ducere's online expertise will enhance and enrich our continuing education offerings that will keep CIMMO members current and market-ready," said Dr. Youssef Youssef, President of CIMMO.*

With the new partnership, Ducere current students and alumni will have access to a one-year basic membership to the Chartered Institute of Marketing Management of Ontario. Ducere students will receive a free trial membership and access to CIMMO members' exclusive content and to the CIMMO Academy curated content, which will help them advance their marketing skill-set, branding, and networking as a marketing expert.

*"We're thrilled to team up with CIMMO. We believe that the Ducere Global Business School degree from our university partners, and now a CIMMO membership can be a major differentiator, and career booster for marketing professionals". added Mat Jacobson, CEO, Founder of Ducere Global Business School.*

For more information on the partnership and to explore the free lessons, visit [www.cimmo.org/ducere](http://www.cimmo.org/ducere).

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ABOUT CIMMO:

CIMMO was launched to promote and develop the practice of marketing in Canada by encouraging the adoption of professional standards and qualifications by practitioners and to become the leading recognized body for professional marketers in Canada.

ABOUT Dūcere Global Business School:

Dūcere is a social enterprise delivering award-winning degrees in 4 continents in partnership with major accredited universities. Dūcere's central mission is to create and deliver the world's most industry-relevant and workplace integrated university qualifications.