



Information on NIMA

The Netherlands Institute of Marketing (NIMA)

General

Together with the Netherlands Institute of Marketing (NIMA), the Russian Marketing Association (RAM) and the Ukrainian Marketing Association (UMA) ETCN offers the NIMA-A and NIMA-B training programs in Russia and Ukraine. These programs are mainly focussed on working people and companies and use the educational approach of ETCN: competence based education. The programs are available in the Russian language. In this document more details can be found.

NIMA

The NIMA is an association of approximately 3,000 members and an examination body holding up to 10,000 examinations a year in the fields of marketing, sales, communication and market research. The NIMA operates for more than 35 years and is located in Amstelveen, the Netherlands.

The NIMA is an active association of marketers and for marketers with a broad network of members - marketing specialists, companies, marketing faculty of universities and students studying marketing.

The main activities of the NIMA include holding examinations and scientific research in the field of marketing. The NIMA also develops standards for marketing education in the Netherlands and works under supervision of the Dutch Chamber of Examinations. As a network organization, the NIMA organizes different kinds of marketing-related activities for its members such as trainings, workshops and conferences.

The NIMA is a full member of the European Marketing Confederation (EMC) with its director being the vice director of the EMC.

NIMA training standards

The NIMA training and education system has been famous in the Netherlands for decades. The NIMA certificate is a requirement for all specialists working in the field of marketing. The essence of the certification system is separation of the examinations from the training part. In other words, the NIMA organization develops standards for training of marketers and organizes examinations but does not participate in training activities. Training is done by other parties. NIMA deals only with the examination and certification of the students. This system guarantees a standard of examinations and similar level of proficiency of all NIMA graduates.

The NIMA has established the standards for training and examination of marketers in the Netherlands and is a sounding board for Dutch companies and universities related to the field of marketing.

The NIMA sees sharing knowledge and experience with partners abroad as one of its goals.

In the mid 1990's NIMA was involved in realization of a project granted by the European Union in the Czech republic. In this project the Czech Institute of Marketing (CIMA) was established to teach adapted NIMA courses to local marketing specialists. The NIMA still takes part as an examination body in the Czech Institute of Marketing. CIMA is very successful and is continuously broadening its activities.

The experience of the NIMA in the project in the Czech republic will be used as a foundation for similar projects abroad.

Currently a similar project in Ukraine with the Ukrainian Marketing Association (UMA) is under development and will be started very soon.

NIMA examination programs

The Netherlands Institute of Marketing has developed three general examination programs at different levels:

NIMA Marketing A - focused at marketing assistants (available in Russia and Ukraine)

NIMA Marketing B - focused at marketing managers (available in Russia and Ukraine)

NIMA marketing C - focused at strategic marketing

Besides these three basic programs, the NIMA also offers additional programs:

NIMA Communication A

NIMA Marketing Communication B

NIMA Internal and Corporate Communication B

NIMA Sales A

All the programs were designed with a practical approach and focus on the development of the marketing competences. The content of the courses and the examinations is adapted to the local needs of the partners. That is, the content of the Dutch courses is not copied one to one, but its essential parts are adjusted to the situation in the partner country without lowering the NIMA quality standards.

All graduates of the NIMA examinations receive a Dutch NIMA diploma.

Examples for other programs are short courses in the field of:

Marketing communication

Sales

Direct marketing

Action marketing

Marketing planning

Event marketing