International Business Training Association
13785 Research Blvd. Suite 125
Austin, Texas 78750
(954) 624-8011
www.ibtalearning.com

<u>News Release</u>

<u>**Media Contacts:**</u>
Dario Morell
Vice President
International Business Training Association
(954) 624-8011
dariomorell@ibtalearning.com

Alexandria Tompkins
Content Department
International Business Training Association
(954) 624-8011
alext@ibtalearning.com

IBTA Releases 2nd Edition of the CPB Marketing Course

Austin, TX, January 15, 2021 – The International Business Training Association (IBTA), sponsor of the Certified Business Professional (CBP) certification, has released the 2nd edition of its well-known Marketing course. This new edition includes a number of updates and expansions aimed to keep IBTA's content on the cutting-edge of the latest industry trends and best practices.

IBTA is committed to equipping its training partners with the most recent and reliable information as part of the CBP certification courses. This commitment to continual improvement displays IBTA's desire to educate and equip professionals around the world with the industry knowledge and practical skills necessary to thrive in the ever-changing global economy.

The 2nd edition of the CBP Marketing course includes information about various software updates and new technologies that impact how marketers approach their jobs in the digital world. Revised discussion questions and exercises ensure that marketers are well-equipped to handle various situations that may arise. Additionally, the update includes a thorough elaboration about the use of social media as a marketing tool and how marketers can leverage social media to improve their marketing results.

Vice President of IBTA, Dario Morell commented on the new edition of the Marketing course: "The 2nd edition of the CBP Marketing course is a timely and pertinent update to our content. This new edition is an excellent resource for both seasoned marketing professionals and those just entering the field. We have included various new exercises and additional information in this version of the course that will benefit all professionals in the field. We take pride in continually advancing and improving our content so that we can equip professionals around the world to

excel in their fields. This new edition of the Marketing course works towards that end." The 2nd edition of the CBP Marketing course is now available through IBTA's global training partners.

IBTA takes pride in offering leading educational content that remains current and relevant despite the changing business landscape. "IBTA is committed to providing professionals around the world with essential business training that is constantly being updated, improved, and adapted," concluded Dario Morell.

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IBTA offers the opportunity to become an Authorized Training Partner (ATP) for the CBP certification. ATPs receive IBTA support in the form of referrals, support, industry news, and instructor program support. Visit http://www.cbpcertify.com to learn more about becoming an ATP.

About IBTA

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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