New Council Member Orientation
2015 - 2016
AMA:
Who We Are
AMA Vision & Mission

Vision
To be the leading marketing resource and network where the best marketing talent gathers to advance themselves and the profession of marketing worldwide.

Mission
The AMA is a professional association for individuals and organizations leading the practice, teaching and development of marketing knowledge worldwide. Our principal roles are:

**Informing:** Providing marketing information, knowledge, tools and training

**Connecting:** Serving as a conduit to foster knowledge sharing and relationship building

**Advancing:** Promoting/supporting marketing practice and thought leadership
Key Assets & Strengths

**AMA Brand**
High awareness, respected, and trusted brand for marketing information and professional development in North America

**Size/Scale**
30,000 members
- 20,000 professionals
- 10,000 students

Website
190,000 unique website users
80,000 website registered users

Social Groups
LinkedIn, Facebook, Twitter

**Unique Community**
Bring together all marketers:
- Scholars & thought leaders
- Senior marketing exec & mgrs
- Marketing Insights Professionals
- Marketing Academics
- Young professionals & students
B2B & B2C, multiple industries, company sizes, marketing functions

**Global & Local**
Able to connect marketers @ global and local levels via:
- In-person and online events
- AMA chapter network
- AMA community groups and social networks
- N. America and international members

**Breadth of Offerings**
- Industry events/conferences
- Workshops/training events/certification
- Virtual events/webcasts/podcasts
- Journals/magazines/newsletters (print, online)
- Social media
- Website content/resources

**People Resources**
- International Headquarters staff (70)
- Large volunteer network
- Alliances/partners (content, programs, marketing, technology)
Organizational Overview

- Board of Directors
- International Headquarters (Support Center)
  - Steering Committees/Taskforces
  - Councils
  - Chapters
  - Volunteer Support Groups
Standing Board Committees

Board of Directors
15 members

Executive Committee (OCOB) 5 members
Chair: Rob Malcolm

Audit & Finance Committee 9 members
Chair: Mary Garrett

Ethics Committee 6 members
Chair: Rob Malcolm

Governance Committee 4 members
Chair: Valarie Zeithaml

Nominating Committee 10 members
Chair: TBD
Advisory Councils

### Academic Council
- **12 members**
- **President:** Robin Coulter, University of Connecticut
- **Staff Liaison:** Carol Arnold, Chief Professional Development Officer
- **Role:** Provide strategic guidance for deepening AMA’s understanding of and support for academic members and non-members

### Collegiate Chapters Council
- **10 members**
- **President:** Jimmy Peltier, University of Wisconsin-Whitewater
- **Staff Liaison:** Kyle Hernandez, Collegiate Chapters Manager
- **Role:** Provide AMA collegiate chapter members and their faculty with opportunities to expand their exposure and experience with the practice of marketing

### Marketing Advisory Council
- **8 members**
- **President:** Mitch Duckler, Full Surge
- **Staff Liaison:** Carol Arnold, Chief Professional Development Officer
- **Role:** Provide strategic guidance to AMA in developing a better understanding of the needs, trends and issues within the broad marketing community to better equip AMA members for success

### Marketing Insights Council
- **12 members**
- **President:** Chris Chapman, Google
- **Staff Liaison:** Carol Arnold, Chief Professional Development Officer
- **Role:** Provide strategic guidance to AMA in developing a better understanding of the needs, trends and issues within the insights community to better equip AMA members for success

### Professional Chapters Council
- **12 members**
- **President:** Brian Woods, Southwest Print and Promotions
- **Staff Liaison:** Megan Backes, Director of Volunteer Leadership
- **Role:** Empower local chapter leaders to deliver local member value, engage professionals locally and enhance overall AMA member experience
AMA Volunteers

AMA Volunteer Statement of Beliefs

Volunteers represent a key strategic asset of the AMA

• Volunteers are subject matter experts who play an integral role in guiding the content deliverables to AMA membership

• Their in-market experience allows AMA content to be current and relevant to the various constituencies

• The work that volunteers do on behalf of AMA allows far broader and deeper support to the membership than would otherwise be possible
AMA Benefits, Competition

• The key deliverables from AMA to its members are:
  ▪ Relevant marketing content
  ▪ Professional development/career growth opportunities
  ▪ Networking/sense of community

• AMA competes with a broad range of competitors, many of whom focus in one specific area
  – Associations: broad topic/audience focused associations and narrowly defined associations (e.g., WOMMA)
  – Marketing Content: ubiquitous and available from many sources
  – Professional Development: other associations and for-profit companies (i.e., IIR)
  – Networking opportunities: Google Hang Outs, Meetups

• Most of AMA competitors operate globally, at least nominally
Financials

• AMA annual revenue is $18 million

• Key sources of revenue are:
  – Membership/Subscriptions (32%)
  – Events (31%)
  – Sponsorship (10%)

• Annual profit is channeled into:
  – Investments into the business (e.g., the new website)
  – Financial reserves
AMA:
Who We Serve
Marketing Community Segments

Community of marketing professionals and students pursuing marketing careers across numerous institutions, industries and company sizes in B-to-B and B-to-C markets.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Market Size*</th>
<th>AMA Penetration</th>
<th># Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketers</td>
<td>1,685M ¹</td>
<td>0.9%</td>
<td>16,020</td>
</tr>
<tr>
<td>Academics/Doctoral</td>
<td>11,000 ²</td>
<td>33%</td>
<td>3,660</td>
</tr>
<tr>
<td>Students</td>
<td>3,400M ³</td>
<td>0.3%</td>
<td>10,000</td>
</tr>
</tbody>
</table>

        2) BLS; AACSB
        3) Students based on the number of undergraduate business majors
Members and Participants

• AMA is a membership organization however, AMA serves as a resource for the entire marketing community.

• Participation in AMA content includes both members and non-members
  – AMA magazines and select content are available exclusively to members
  – AMA conferences, training events, webcasts, eNewsletters and limited areas of the website are available to non-members, members are provided with favorable pricing
  – AMA social media channel participation is open to both members and non-members
AMA membership is broad, covering marketers, academics and students. The largest segment of members are marketing practitioners.

**US & Canada**

- Academics: 3,660
- Marketers: 16,020
- Total Professional: 19,680
- Students: 10,230
- Total w/Students: 29,910

**International**

- Academics: 785
- Marketers: 685
- Total Professional: 1,470
- Students: 210
- Total w/Students: 1,680

**Types**

- Professional*: 14,405
- Young Professional*: 1,460
- Doctoral*: 455
- Students*: 10,230
- Group: 3,360
- International: 1,680
- Total: 31,590

*US & Canada, non-group
With such a large and diverse marketing community with varying needs/ opportunities and limited resources, it is important to focus where AMA can make the most impact on the marketing profession and the association’s business.

Priority Segments – Focal point of new or expanded offerings; marketing communications.

Investments to support segment.

Sustaining Segment – Maintenance support behind existing offerings to ensure quality/relevance.
Priority Segments: Experience Level

AMA Priority Segments

- Marketers
  - Generalists
    - Director Level
    - Manager Level
  - Specialists
    - Director Level
    - Manager Level
- Academics
  - Doctoral Student
  - Tenured Professor
  - Adjunct Faculty

Note: This is the target profile for North America; Chapter programming also supports more junior level marketers.
More than half of AMA members are employed by mid-sized companies. Nearly one-third of AMA members work at companies with fewer than 50 employees.
The industries which have greater than 5% AMA membership are shown below. Collectively, these seven industries account for nearly 60% of AMA non-academic membership.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>9.76%</td>
</tr>
<tr>
<td>Advertising</td>
<td>9.16%</td>
</tr>
<tr>
<td>Technology</td>
<td>8.34%</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>8.05%</td>
</tr>
<tr>
<td>Health Care Services</td>
<td>8.03%</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>7.51%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>6.74%</td>
</tr>
</tbody>
</table>

More than 6 in 10 AMA marketers work for businesses with a B2B focus.
Local Chapters Network

Chapters are an important part of AMA’s value proposition delivering relevant local content and networking to members and non-members.

### Professional Chapters
- # chapters: 74
- Structure: Local Volunteer Leadership, Professional Chapters Council Support
- Chapter Excellence Awards, Annual Leadership Summit, Regional Retreats, Membership Acquisition and Retention Support

### Collegiate Chapters
- # chapters: 350
- Structure: On-campus clubs with local Advisor support, Collegiate Chapters Council support
- Large Annual Collegiate Conference, broad variety of marketing competitions. Advisor Awards, Scholarships
Professional Chapter Network: Locations
AMA:
How We Serve Them
Overview: Core Benefits & Offerings

Access to Marketing Information, Knowledge and Tools

World Class Publications (Print/E-Publications)

Extensive Website Content & Resources

AMA Multimedia Offerings

Virtual Events

eLearning

Conferences, Education & Training Events

Social Media Networks

Local Chapters Network

Lifelong Learning, Training, Education and Career Development

Relationship Building, Networking & Community

Relationship Building, Networking & Community

Access to Marketing Information, Knowledge and Tools

World Class Publications (Print/E-Publications)

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Virtual Events

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Conferences, Education & Training Events

Social Media Networks

Local Chapters Network

Lifelong Learning, Training, Education and Career Development

Relationship Building, Networking & Community
• Redesigned site March 2014
• 250,000+ sessions/mo
• 175,000+ users/mo
• 2.93 pages viewed per session
# Conferences, Education & Training Events

<table>
<thead>
<tr>
<th>Offerings</th>
<th>Target Audience</th>
<th>Program/Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Gathering</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMA Inspired Marketing Conference</td>
<td>Thought leaders, top marketers; directors &amp; their best people</td>
<td>Latest thinking/innovation/ideas, shared learning, high interaction</td>
</tr>
<tr>
<td><strong>Annual Conferences</strong> (sampling)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposium for the Marketing of Higher Education</td>
<td>Marketing professionals at universities/colleges</td>
<td>Industry issues, best practices, shared experiences</td>
</tr>
<tr>
<td>Summer/Winter Academic Conferences</td>
<td>Leading academics</td>
<td>Presentation of research papers, special sessions</td>
</tr>
<tr>
<td>Analytics with Purpose</td>
<td>Marketing Insights Community</td>
<td>Industry issues, best practices, new concepts/tools/techniques</td>
</tr>
<tr>
<td>Non-Profit Marketing</td>
<td>Non profit executives, thought leaders, marketing directors/managers</td>
<td>Industry-specific issues, strategies &amp; tactics, shared experiences</td>
</tr>
<tr>
<td>Advanced Research Techniques Forum</td>
<td>Market Research Scientists, academics and practitioners</td>
<td>Presentation of new models, tools, application of concept</td>
</tr>
<tr>
<td>International Collegiate Conference</td>
<td>Undergraduate students</td>
<td>Largest AMA conference. Keynoters, career sessions, case competition finals, other competitions, awards banquet</td>
</tr>
<tr>
<td>Marketing and Public Policy</td>
<td>Educators, PhD students, Government</td>
<td>Presentations of research papers regarding social and public policy</td>
</tr>
</tbody>
</table>
# Conferences, Education & Training Events

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<thead>
<tr>
<th>Offerings</th>
<th>Target Audience</th>
<th>Program/Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Education/Training Events</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training Series</td>
<td>Mid-senior level marketers</td>
<td>39 events. Instructor-led, in-depth training on a single topic; 1 and 2-day events; location varies throughout the year</td>
</tr>
<tr>
<td>Marketing Workshop</td>
<td>Early-mid career marketers</td>
<td>Instructor-led instruction across multiple topics across the 2 day event</td>
</tr>
<tr>
<td>Academy of Marketing Analytics</td>
<td>All marketers</td>
<td>Instructor-led 4 ½ day program covering essentials and applied analytics. Partnership with Emory</td>
</tr>
<tr>
<td>Advanced School of Market Research</td>
<td>Mid career Research Professionals</td>
<td>Advanced 4 ½ day market research course taught through UGA</td>
</tr>
<tr>
<td>Market Research Academy for Business</td>
<td>Marketers who have added MR to their responsibilities, young researchers</td>
<td>Instructor-led, 3 ½ days, market research fundamentals taught through UGA.</td>
</tr>
<tr>
<td>Professionals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Training</td>
<td>All organization sizes. Junior to mid-level marketers</td>
<td>Customized on-site classroom training. Subject matter expert instructors.</td>
</tr>
</tbody>
</table>
AMA will continue to develop a comprehensive variety of online, self-paced training courses to be delivered on AMA’s Learning Management System.

Course topics will be expanded over time to cover emerging key topics for the marketing discipline.

Launched first course on Digital Marketing:

- Six course modules each consist of 60 minutes of learning
- Interactive session(s) with audio, voice over and images
- Downloadable takeaways and/or links to useful resources
- Knowledge checks throughout module
- Assessment at conclusion to verify knowledge gained
- Provide certificate of achievement
- Priced at $99 per module (member pricing)
- Full course (6 modules plus section on business application) will be $500
- Creating standardized post-course survey for continuous improvement and evaluation
The AMA Journal of Marketing is THE leading academic marketing journal, as ranked by Google Scholar.

Journal of International Marketing is ranked within the top 20 leading academic marketing journals.

The AMA Journal of Marketing Research is ranked third of the academic marketing journals.

A leading source for understanding today’s most important issues that rest at the nexus of marketing and public policy.
Print and Online Magazines are members-only publications.

**Marketing News** – flagship member publication which looks at the issues driving marketing, including research, strategy, innovation, best practices, branding, technology and globalization.

**AMA Journal Reader** offers brief, easy-to-read essays written by some of the foremost thought leaders in marketing scholarship each month.

**ePublication** - Weekly targeted newsletter, available to members and non-members alike.
## AMA Multimedia Offerings

<table>
<thead>
<tr>
<th>Sponsored Webcasts</th>
<th>Members-Only Webcasts</th>
<th>Career Webcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 events annually Live &amp; On Demand</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
<tr>
<td><strong>Recent Topics</strong></td>
<td><strong>Recent Topics</strong></td>
<td><strong>Recent Topics</strong></td>
</tr>
<tr>
<td>The Sixth Sense of Marketing: How Our Primal Brain Rules WHEN and WHY We Click</td>
<td>The New Frontier of New Heartland Marketing</td>
<td>The 12 Habits of Highly Collaborative Organizations</td>
</tr>
<tr>
<td>How to Integrate Social Media and Content Strategy</td>
<td>The New Frontier of Social Media</td>
<td>Latest (and Greatest) Trends and Techniques in SEO</td>
</tr>
<tr>
<td>Master Your Email Marketing: 10 Secrets from Top Retailers</td>
<td>The New Frontier of Marketing</td>
<td>Connecting Silos Across the Organization for Better Customer Engagement</td>
</tr>
<tr>
<td>Captivate, Capture and Convert: 5 Keys to Creating Engaging Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Rise of Content Marketing Operations: How to Survive and Thrive in the New Marketing Landscape</td>
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</table>
Marketing Certification

American Marketing Association

Professional Certified Marketer

• Symbol of professional excellence affirming mastery of marketing knowledge and commitment to quality in the practice of marketing

• Revamped Professional Certified Marketer (AMA PCM®) program relaunched mid-2012 to North American marketers
  ▪ Revised/refreshed Body of Knowledge and exam questions
  ▪ Developed study support materials and practice exam questions
  ▪ Exam executed in an on-line format

• Successful completion of exam certifies comprehension of core marketing principles

• Recertification requires holder to earn 40 CEU’s every three years