

AMA Intellectual Agenda 1.1

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Purpose

The “Next AMA” Intellectual Agenda serves as a “big tent” source of guidance and inspiration for omni-channel content that is both theoretical and applied knowledge. Its aim is to provide actionable insights, frameworks, tools, and resources. This document is meant to evolve with the needs of the Marketing community in support of the AMA’s overall purpose, which is to shape marketing practice as a spur for positive social impact, economic growth and prosperity, and improved quality of life in a sustainable world.

Constituencies

Audiences:

We focus on (1) the professional growth and development of the individual marketer in growth-driven enterprises, primarily middle-market enterprises \$50m-\$1b; (2) the marketer’s peer on the sales team with whom an integrative and positive relationship can elevate the enterprise’s overall effectiveness, and (3) supporting the academician’s needs as researchers and teachers; inspiring their content development; and popularizing their intellectual contributions.

These customers include both B2B and B2C.

These users represent the *Design Target* for the AMA, however the *Strategic Target* for the AMA Community also includes undergraduate students, senior business leaders, policy makers, and related stakeholders.

Content Strategy Statements and Desired Behaviors:

Core content strategy statement DT Marketer Practitioner: In the Next AMA Community, we grow membership and member satisfaction by helping to advance, inform, and connect marketers and sales professionals with relevant experiences and knowledge that enhance their professional growth and allow them and their enterprises to outperform.

Desired Behaviors:

- ✓ Enlightened Initiate: To assume the role of “Marketing Maven” - to share and comment on AMA content...to evangelize around content from the AMA...to recommend to colleagues...and to incorporate and apply toolkits, templates and professional certification to their current business/marketing solutions.
- ✓ Marketing Maestro: To seek out knowledge to insure they are “staying current” on best and next practices. To use their more senior positions in their firms to deploy best and next practices in marketing programs; as well as marketing staff training and development. To use their more senior role in their enterprise to facilitate field research, externships, and provide access to data for the Academy. To also participate in knowledge generation as a contributor.
- ✓ Sales Champion: To view Marketing as key to the sales management discipline. To actively seek growth in their knowledge and connection with marketing function in order to leverage opportunities to drive revenue.
- ✓ Seasoned Veteran: To share their insight and knowledge in mentoring tomorrow’s marketers; and maximize value and impact within their enterprises at the intersection of marketing and corporate strategy. To use the AMA to gain knowledge as marketing practice evolves in order to ensure continued competence.

Core content strategy statement DT Academic Researcher: In the Next AMA Community, we enrich the experience and member satisfaction by providing resources that inspire and support academic researchers, facilitating their creation of managerially relevant content and providing the channels to publish and promote their intellectual contributions.

Desired Behaviors:

- ✓ Academics: To create managerially relevant research and content that enhances practice/industry. To inspire and attract their very best work for submission to JM, JMR, JIM and JPPM. To create excellent instructional content that enhances teaching practices. To inspire and motivate their engagement in Summer AMA, Winter AMA and MPPC academic conferences, and finally to see value in devoting their time to engaging with the AMA as a choice not a requisite.

Content Strategy

“Seven Big Problems” Providing Content Context:

1. Effectively Targeting High Value Sources of Growth
2. Role of Marketing in the Firm and the C-Suite
3. The Digital Transformation of the Modern Corporation
4. Generating & Using Insights to Shape Marketing Practice
5. Dealing with an Omni-Channel World
6. Competing in Dynamic, Global Markets
7. Balancing Incremental and Radical Innovation

Editorial Approach:

- More curation, less creation
- Thought leadership: leverage journals, academics
- Tone & Voice: authoritative, accessible, varied
- Multimedia, social, mobile, deep data, interactive
- Current, relevant, encyclopedic

Signature Content Elements:

1. “Scholarly Insights:” research distilled for marketers
2. “Best vs. Next Practices:” what’s emerging
3. “What – So What – Now What” summary format
4. Special reports & Surveys (AMA Gold, Salary Survey)

The AMA Knowledge Agenda

Foundation and basis of content strategy & Certification 2.0

1. Business Intelligence, Analytics and Customer Insights
2. Segmentation & Design Targeting
3. Strategy & Positioning
4. Innovation & New Product Development
5. Packaging, Distribution & Channel Management
6. Financial Modeling & Pricing
7. Advertising, Marcom & Content Marketing
8. Digital Marketing (SEO, Social, Demand Generation, Mobile)
9. Integrated Marketing & Customer Experience
10. Branding & Brand Management
11. Planning, Budget Management & Metrics
12. Sales & Marketing, Account Management & Role in Enterprise

Planning and group-wide collaboration:

- Year-out content calendar provides visibility into production planning

Intellectual Capital for Use by Academics

1. E-Newsletter distribution of most current & relevant journal research and classroom discussion topics
2. Externships for academic researchers to be “embedded” within marketing enterprises
3. Introductions and access to growth-driven enterprises for data and C-suite dialogue
4. Online resource center for teaching materials, archived lectures, syllabi to be provided to university instructors
5. E-mail links to topical, relevant AMA content for academics to supplement teaching materials

Conclusion

The Intellectual Agenda 1.0 endeavors to provide meaning, direction and context to AMA’s thought leadership efforts

One AMA Brand, One AMA Community in order to be both a *source of pride* and valued as *essential to marketing practitioners and academics* is predicated on five tenets.

- We revere the *individual* marketer*
- We know the marketer
- We are stronger together
- We think ahead for the marketer
- We are bound by common values

The AMA’s competitive positioning for thought leadership: “more useful, more current and smarter.” * = All practitioners/academics in field

ASSISTANCE GRATEFULLY ACKNOWLEDGED

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