



AMERICAN MARKETING
ASSOCIATION

Marketing Essentials

Annual
Report
2024



Table of Contents

About the AMA	03
AMA Mission	03
AMA Board of Directors	04
Note from the AMA CEO	06
Financials	07
AMA Membership & Communities	09
Chapters	13
Media, Marketing & Social Media	16
AMA Marketing / And Podcast	19
Mentorship	22
Professional Development	23
Conferences & Events	26
Partnerships & Sponsorships	34
Job Board	38
Journals & Publications	39
AMA Foundation	45
Marketing Excellence Awards	49



About the AMA

As the leading global professional marketing association, the AMA is the essential community for marketers. From students and practitioners to executives and academics, we aim to elevate the profession, deepen knowledge, and make a lasting impact. The AMA is home to five premier scholarly journals including: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Policy and Marketing*, *Journal of International Marketing*, and *Journal of Interactive Marketing*. Our industry-leading training events and conferences define future forward practices, while our professional development and PCM® professional certification

advance knowledge. With 70 chapters and a presence on 350 college campuses across North America, the AMA fosters a vibrant community of marketers. The association's philanthropic arm, the AMA's Foundation, is inspiring a more diverse industry and ensuring marketing research impacts public good.

AMA views marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. You can learn more about AMA's learning programs and certifications, conferences and events, and scholarly journals at AMA.org.

AMA Mission



The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world, the essential community for marketers.



AMA Board of Directors

FY 2024 Board of Directors Members

The AMA Board of Directors is a group of volunteer leaders who are impactful visionaries in marketing. The purpose of the AMA Board of Directors is to oversee the mission of the association in accordance with the organization's Constitution and Bylaws. The CEO and management team of the AMA oversee the daily affairs of the organization and exercise all powers not otherwise reserved to the Board or membership.

The AMA utilizes its three councils and other volunteer groups both as "listening posts" and to represent the "voice" of their respective communities, constituents, and colleges. AMA board of directors' duty is to the AMA as a whole on fiduciary matters, strategy, risk, organizational capacity and fitness, and governance.

Kevin Bradford, Past Chair

Associate Professor of Marketing and Associate Dean of Undergraduate Programs at The Paul Merage School of Business; University of California, Irvine
Term: 7/1/2021 - 6/30/2024

Lisa Bowman, Chair

Founder and Chief Mojo Officer, Marketing Mojo
Term: 7/1/2021- 6/30/2025

Michael Brady, Chair-Elect

Bob Sasser Professor and Chair, Department of Marketing, Florida State University
Term: 7/1/2022 - 6/30/2026

Robin Tooms, Secretary

Chief Marketing Officer, Members Credit Union
Term: 7/1/2023- 6/30/2027

Jeff Lupinacci, Treasurer

CFO, Ascential Digital Commerce
Term: 7/1/2023- 6/30/2026

Bob Leone, AMA Foundation Chair

Chair, Neeley School of Business, Texas Christian University
Term: 7/1/2023 - 6/30/2024

Peter Barber

Vice President of Marketing and Communications, Trout Unlimited
Term: 7/1/2021 - 6/30/2024

Jessica Perry

Principal, Six Doors Media
Term: 7/1/2021 - 6/30/2024

Tiffany White

Professor of Business Administration and Advertising and Bruce and Anne Strohm Faculty Fellow in the Gies College of Business, University of Illinois
Term: 7/1/2021 - 6/30/2024

Brian Fergemann

Senior Counsel, Marketing and Intellectual Property, McDonald's Corporation
Term: 7/1/2022 - 6/30/2025

Anders Gustafsson

Professor of Marketing, BI The Norwegian Business School
Term: 7/1/2022 - 6/30/2025

Rebecca Slotegraaf

Professor of Marketing and Neal Gilliatt Chair in Marketing, Kelley School of Business, Indiana University
Term: 7/1/2022 - 6/30/2025

Angela Brutsche

Vice President of Marketing and Communications, Texas REALTORS®
Term: 7/1/2023- 6/30/2026

Eli Jones

Professor of Marketing, Mays Business Schools, Texas A&M University
Term: 7/1/2023- 6/30/2026

Christine Mathers

Head of Global Communications and Brand for Noble Corporation
Term: 7/1/2023- 6/30/2026

Matt Witt

National Digital Experience Lead, Deloitte Digital
Term: 7/1/2023- 6/30/2026





Note from the AMA CEO

Marketing.

A simple yet powerful word that represents practice, scholarship, profession and industry all at once. Marketing is dynamic and a reflection of the opportunities that give us the ability to imagine, create, and build our best future.

As the professional community for marketing, we continue to strive to build the essential bonds that allow us to advance knowledge, professional practice, innovation, and industry leadership. Celebrating and championing excellence in practice, scholarship, and volunteer service are essential to our entire community.

From students embarking on their new careers, to academics, practitioners and executives, our AMA community continues to grow and contribute in vibrant ways that inspire,

serve, and better equip the profession at large.

As we work toward a bright future together, we continue our commitment to the elements that are most important—the foundational building blocks of community.

Community truly does matter and AMA aims to serve our members while leading in exciting ways. While we forge these paths, we also need to celebrate, lead, and empower our community.

We are creating new programming and training opportunities to prepare marketers to advance in their careers. We are continuing to build knowledge through our premier Journals that provide pivotal information and data for the profession.

These things are not just nice to have, they are

essential to the profession of marketing. To build pathways to a better future, we need to be innovative, to be able and willing to reinvent ourselves.

Our steadfast mission is to be the most relevant force and voice shaping marketing around the world, an essential community for marketers. Together, we can accomplish this important goal.



Bennie F. Johnson

CEO of the American Marketing Association



AMA Financials

The AMA is a Diversified Organization

The AMA has five significant revenue streams, reflecting the many communities, programs, and activities in which AMA participates. The AMA is more diversified than most associations.



Publications

Revenue from licensing and publishing journal content through third-party partners



Advertising & Sponsorship

Revenue from sponsored programs such as webinars, dedicated emails, virtual conferences, sponsored content, job board, and live event sponsors.



Community Events

Revenue from ticket sales to AMA conferences across communities.



Membership Dues

Revenue from membership fees for all AMA members, net of dues paid to local chapters. Includes both individual and group memberships.



Professional Development

Revenue from sales of certification exams & study courses, virtual trainings, and on-demand learning. Includes both individual and corporate training packages.



Other

Miscellaneous revenue for other and non-recurring sources.



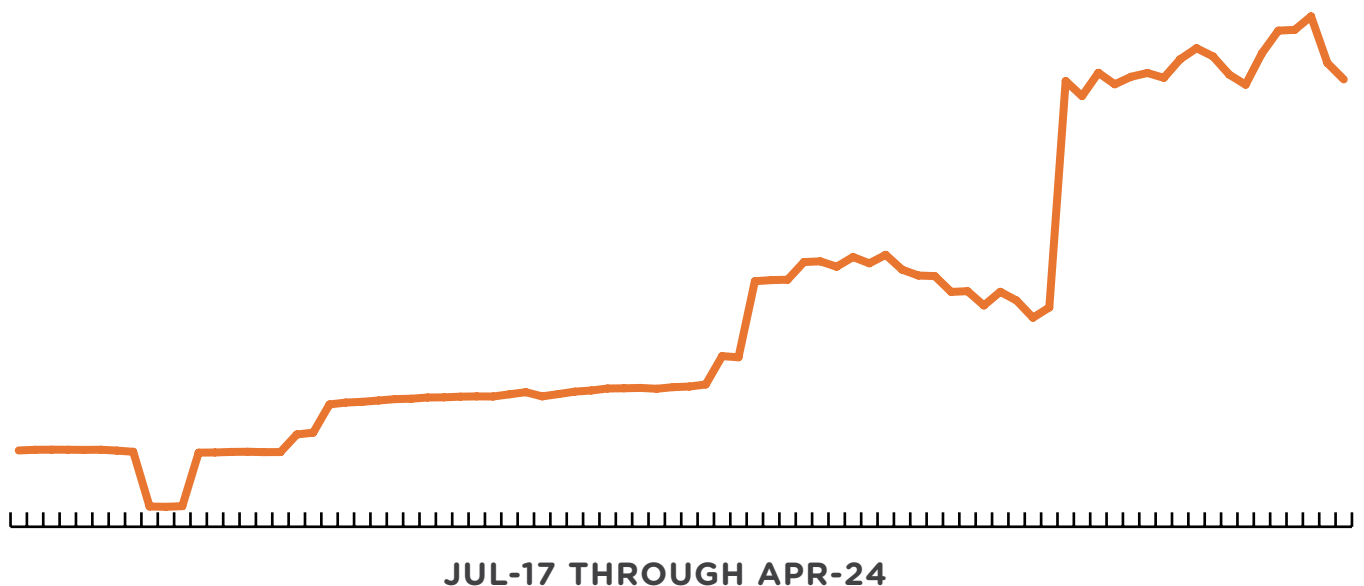
The AMA is a Healthy & Growing Organization

Since the pandemic adversely impacted AMA's revenue, we have been growing by \$1m or more each year. The most significant growth has come from community events and professional development. The revenue size of the AMA puts us in the top 10% of all associations.



The AMA is Financially Stable

Despite the challenging economic environment of the past four years, AMA has grown its reserves through prudent management and taking advantage of government aid programs. Our reserves are now significantly more than they were in pre-pandemic years. Recently, some money has been withdrawn from reserves to fund investments in building the future of AMA.





AMA Membership & Community

From students and practitioners to executives and academics, with over 25,000 members across the world, AMA is truly the global headquarters for marketing professionals.

We started in 1937 when a group of academics realized the need to understand the emerging marketing discipline better. Today, AMA leads a fast-changing field with innovative research and practical learning that helps marketers on all levels enhance their knowledge. We help advance careers by providing the tools, training and certifications to help marketers stand out among their peers.

Together,
we are building a community dedicated
to making our industry stronger and
showing that **marketing can**
be a force for good.





Professional Membership Highlights

Primary professional membership has grown year over year by 8% from over 11,000 at the start of the fiscal year to just over 12,000 at the end of June 2024.

In March of 2024, AMA launched the Affinity Groups Pilot Program to redefine the way marketers connect and collaborate across the entire AMA ecosystem. The pilot is exploring cross-community

connections around shared interests.

- **Marketing for a Better World** is co-chaired by Kelly Martin and Christian Aniciete with over 280+ marketers and academics who gather monthly.
- **Marketing of Higher Education** is co-chaired by Myla Edmond and Lisa Jordan with over 240+ marketers who gather monthly.

Community Programs

The Diversity-Driven Marketing Symposium held in February 2024 was designed by the Professional Chapters Council DEI Committee and brought together 1,600 registrants/680 live attendees. This virtual event explored the intersection of artificial intelligence and Affirmative Action, examining their impact on inclusive marketing strategies and workplace diversity.



This Symposium underscores the significance of cultural intelligence in shaping authentic brand strategies and highlights the role of supplier diversity in enriching the marketing landscape by integrating diverse perspectives.

The DEI for Marketers and Communicators Summit, co-produced with our partners at The Diversity Movement, was a well-received event and will return next year.

Exploring the State of Higher Ed Marketing in 2023, a virtual roundtable offered an interactive discussion of current events with members and experts.

Academic Community

The AMA Academic Community has 21 special interest groups dedicated to particular streams of research. Academics in these groups have developed these subcommunities into thriving groups that support doctoral students, hold conferences, provide programming for AMA conferences, and present awards.

AMA hosts three highly regarded academic conferences: Winter AMA Academic Conference, typically held in February; Summer AMA Academic Conference, typically held in August; and Marketing & Public Policy Conference, which takes place in June. At these conferences, academics gather under the “Big Tent” (marketing academia is generally

divided into Consumer Behavior, Quantitative, and Strategy Research).

The AMA is the only association that brings all these fields of inquiry together. Attendees at these academic conferences network, renew relationships, share research, give and receive feedback, and celebrate successes at these conferences.

Collegiate Community

The AMA Collegiate Community is a vibrant network of over 10,000 students, representing over 300 chapters across various colleges and universities. This community fosters student development through a range of opportunities, including the Virtual Collegiate Summit in the fall and the in-person International Collegiate Conference each spring. Additionally, the AMA provides a Career Forum Grant Program designed to support students in their professional growth and assist in regional conference planning.



Another one of the community's key initiatives is the First-Generation Mentorship Program, aimed at guiding students who are the first in their families to attend college. The Collegiate Chapters Council (CCC), a governing body of marketing professors and faculty advisors, oversees the strategic direction of the community.

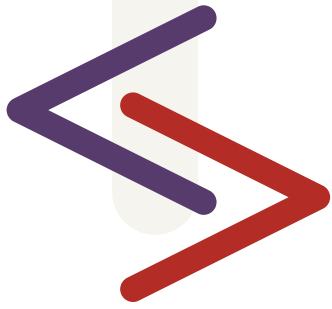
Among the most talked-about aspects of the collegiate experience are the various competitions that offer students a chance to shine. These include the prestigious Case Competition, as well as video, social media, Perfect Pitch, Marketing Strategy, and sales competitions. These events provide valuable real-world marketing experience and are a highlight for many students.

Collegiate chapters vary in size, with membership ranging from as few as 10 students to more than 300. As a special token of appreciation, graduating seniors receive a complimentary one-year membership to the AMA's professional community, offering a seamless transition from collegiate to professional engagement.

Alpha Mu Alpha

In 1981, Alpha Mu Alpha was created. This is the national marketing honorary for eligible undergraduate, graduate and doctoral marketing students, along with marketing faculty. Alpha Mu Alpha recognizes outstanding scholastic achievement on a highly competitive basis. This recognition program was meticulously designed by a selected advisory committee of marketing educators backed by the AMA.





AMA Chapters

The AMA thrives because of the effort of our volunteers. They give their time and knowledge to help fellow marketers find their potential and advance their careers. Their efforts have moved the marketing industry forward through research and leading peer-reviewed academic journals. With a presence on more than 300 college and university campuses, our collegiate chapters prepare undergraduate students for the start of their careers. Our 70+ professional chapters across North America support local communities through networking and educational programs. Our volunteers do more than support AMA, they support the marketing industry.

Professional Chapters Council

The Professional Chapters Council (PCC) is a dynamic, action-oriented team that not only offers advice but also consistently delivers tangible results, continually elevating the Professional Chapters community. Their work is driven by a commitment to upholding the AMA's high standards. PCC members are dedicated to serving chapter leaders by a social contract of

trust, friendships, and connections that ensure accountability in all they do.

Each year, the PCC evolves with the addition of dynamic leaders from across North America. Our community benefits immensely from their contributions, which continue to strengthen and advance our collective mission.

Thank you

to the FY 2024 PCC Members for their leadership and inspiration for our chapters:

- > **Vanessa Torres**
- > **Karen McFarlane**
- > **Michael Fleischner**
- > **Amber McKenna**
- > **Stephen Brent May**
- > **Kimberly Strong**
- > **Misty Wilson**
- > **Jennifer Shrewsbury**
- > **Craig Lund**
- > **Andy Noller**
- > **Ashlan Glazier Anderson**
- > **Kendra Clarke**
- > **Richard Conner**



PCC Highlights

PCC UNPodcast Get to know your fellow AMA chapter leaders and members of the AMA PCC with the new, beta PCC UNpodcast series. Six episodes of the PCC UnPodcast were released in FY2024.

Regional Retreats

In November 2023, 137 chapter leaders from across North America gathered at four in-person sites—Toronto, Triangle, Oklahoma City, and Las Vegas—to enhance their leadership skills, improve chapter operations, celebrate the contributions of volunteers, and align on strategies to strengthen the AMA community advantage.



Leadership Summit

The Leadership Summit unites both returning and new chapter leaders for a weekend focused on building relationships, sharing best practices, and celebrating annual achievements. This event serves as a testament to leadership, with the goal of driving membership growth, enhancing member experiences, and strengthening the alignment between the AMA Support Center and local chapters. The Summit includes a variety of educational sessions, workshops, speakers, and informal discussions, all designed to equip chapter leaders with the knowledge and skills needed to excel to their fullest potential.

Chapter Highlights

Professional Chapters

AMA Atlanta	AMA Orange County
AMA Austin	AMA Orlando
AMA Baltimore	AMA PDX
AMA British Columbia	AMA Philadelphia
AMA Colorado	AMA Phoenix
AMA Columbus	AMA Pittsburgh
AMA Dallas/Ft. Worth	AMA Puget Sound
AMA Detroit	AMA Reno-Tahoe
AMA Connecticut	AMA Richmond
AMA Hampton Roads	AMA Rochester
AMA Hawaii	AMA Sacramento Valley
AMA Houston	AMA Saint Louis
AMA Indy	AMA San Antonio
AMA Iowa	AMA San Diego
AMA Knoxville	AMA San Francisco
AMA Las Vegas	AMA South Florida
AMA Lincoln	AMA Southwest Michigan
AMA Los Angeles	AMA Tampa Bay
AMA Madison	AMA Toronto
AMA Memphis	AMA Tulsa
AMA Michiana	AMA Washington D.C.
AMA Milwaukee	AMA West Michigan
AMA Minnesota	AMA Wichita
AMA Nashville	AMA Alaska
AMA New Jersey	AMA Birmingham
AMA New Mexico	AMA Boston
AMA New Orleans	AMA Charleston
AMA New York Capital Region	AMA Chicago
AMA Northeast Ohio	AMA Cincinnati
AMA Northeast Wisconsin	AMA Columbia
AMA Oklahoma City	AMA Triangle
AMA Omaha	AMA Kansas City
	AMA Central PA

Top 5 Chapters (as of End of FY24)

-  **Chicago**
-  **Houston**
-  **Atlanta**
-  **Washington D.C.**
-  **New York**

New Chapter

-  **Central PA**
 - Started FY24 with 83 members, ended with 120
 - Led by Devin Langan, President





AMA Marketing, Social Media & Media

Website

Over the last year, the AMA has been working to improve website content to reach more people and drive awareness of the AMA and its portfolio of professional development opportunities and conferences and events.

Highlights



With focused attention on SEO and page improvement, total event page views increased 36.63% (278k) with the most viewed event being the Symposium for Higher Education, with 92k views



Total event page users increased 67.76% (194k) with the Symposium for Higher Education with the most users for a single event at 50k



AMA Certification pages saw an uptick of 15.37% and a 32.15% increase in users after a page restructure aimed at increasing awareness and traffic

Email

Email is a major communications channel for the AMA and due to incredible staff collaboration, AMA has seen open rates increase, maintained a fantastic unsubscribe rate, and met the diverse needs of many stakeholders.

Highlights



Open rate up 20%



Total sends up 17%



Unsubscribe rate well below industry average of 0.2% at 0.07%; down 5.8%

Social

Since the start of 2023, the AMA Marketing team has reinvigorated AMA’s social media channels through increased coverage of large events, curating content, building in regular experiment posting slots into our social media calendar to create a constant cycle of learning.

Based on data, industry observations, and internal feedback, the AMA shifted to put a greater emphasis on LinkedIn and Instagram where the AMA community was gathering. This strategy has paid off well, with huge increases across nearly all KPIs.

Highlights



Overall (Facebook, Instagram, LinkedIn) impressions up 22.2%



Overall engagement rate per impression up 31.6%



Instagram total audience growth of 18.6%; net audience growth down 6.2%



Overall engagements up 60.9%



Overall audience growth of 6.1%; net audience growth of 12.4%



LinkedIn impressions up 49.3%; engagements up 93.4%



Overall link clicks up 95%



LinkedIn total audience growth of 7.8%; net audience growth of 24.1%



Instagram impressions up 37.1%; engagements up 119.5%

*Net audience growth: The number of new audience members gained minus the audience members lost.

Media Outreach

Beginning in August 2023, the AMA ramped up media outreach, highlighting the work of members, and uplifting AMA's work. During FY24, AMA shared 34 press releases highlighting the work of the organization and sharing news with the marketing community. The efforts resulted in 5,900+ mentions of AMA and AMA chapters (both professional chapters and collegiate chapters) with over 87.2B impressions.

Highlights



- › Volt Podcast
- › Social Pros Podcast
- › 6 Degrees of Association
- › You Did What!



- › Deloitte Report
- › Fast Company | February
- › Fast Company | April
- › Harvard Business Review
- › ASAE Associations Now
- › Association Leadership Radio
- › University of Maryland, Robert H. Smith School of Business
- › CEO Update



AMA Marketing / And Podcast

Launched in January 2024, AMA's Marketing / And podcast invites listeners to join the conversation talking about the crucial role of marketers as stewards of responsible practices and strategic innovation. Podcast host, Bennie F. Johnson, speaks with academics, industry professionals, and creative minds to discuss the future of marketing and feature the conversations that are sparking ideas and contributing to the innovative nature of the marketing industry.



“Embark with us on a journey of curiosity and connection,”

said AMA CEO and podcast host, Bennie F. Johnson.



“Discover the inspiring stories of our exceptional guests as we explore what it means to be a marketer in today's world. Our goal is to have conversations that change how we think about marketing, to talk about the opportunities and challenges faced by marketers, and to think about the future of our profession. I hope you'll join us and our guests as we dive into the intersection of marketing and...



Season 1 Guests	Human-driven Innovation and Career Journeys	Paul M. Rand, Vice President of Communications at the University of Chicago
	Creative Endeavors and System Design	Sean Adams, Dean of Visual Art and Communication at the ArtCenter College of Design
	Value of Saying Yes and Strategic Approaches	Zontee Hou, Founder of Media Volery LLC & Managing Director for Convince & Convert
	Innovation Journey and Finding Patience in Tech	Elav Horwitz, Executive Vice President, Global Head of Applied Innovation, Gen AI Lead of McCann Worldgroup
	Strategic Intent and Driving Enduring Change	Dr. Sylvia Long-Tolbert, PhD, MABA, MBA, Founder of Know More Marketing
	Value of the Platform and Business Re-Engineering	Ted Moser, Senior Partner at Prophet & Author of Winning Through Platforms
	Marketing to Children and Privacy in Advertising	Katie Goldstein, Global Head of Policy and Regulatory Affairs at SuperAwesome
	Disruption, Transformative Marketing and Demarketing	Philip Kotler, the S. C. Johnson Distinguished Professor of International Marketing at the J. L. Kellogg School of Management at Northwestern University
Bonus Episode Guests	Trust, Service, and Credibility	Dr. Leonard L. Berry, Distinguished Professor of Marketing, Regents Professor, and the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University
	Entrepreneurship and the Value of an Internship	Taylor Falls, Diversity, Equity, & Inclusion Specialist at Adobe
	Finding Community and Full Circle Moments	Colin Adams, fourth-year Business Administration student at North Carolina State University
	Unexpected Career Paths and Exiting Comfort Zones	Dr. Tracy A. Khan, Assistant Professor of Marketing at the University of Wisconsin Whitewater



Future Storytelling and Not Being the Hero	Rohit Bhagarva, Founder & Chief Trend Curator at The Non-Obvious Company
Cultural Intelligence and Responsibility of Marketers	Dr. Anastasia Karklina Gabriel, Cultural Intelligence & Brand Strategy at Reddit
The Value of Disruption and Future Proofing Skills	Dr. Jason Wingard, Distinguished Visiting Professor at Harvard
Promises and Perils of Tech and Ethical Frameworks	Clay Sharman, CEO & Head Creative at Krateo.AI
Recognizing the Future and Connecting with Your Audience	Naomi Litowitz, SVP & Head of Strategy & Planning at North America Brainlabs
Getting It Right and Being Part of the Solution	Wes Michael, President of Rare Patient Voice
Career Breakthroughs, Leveraging the Power of Design, and Mentorship	Brian Rice, Senior VP, Global Chief Design & Brand Experience Officer at 3M Company
Shoes as Entertainment, Brand Personalities, and Being the CMO	John Fisher, Senior Lecturer at Boston College's Carroll School of Management

AMA's Marketing / And is available on AMA.org, Apple, Spotify, Simplecast, and wherever you listen to your podcasts.



AMA Mentorship



The American Marketing Association's First-Generation Mentorship Program supports undergraduate students who are the first in their families to attend college. Through this program, First-Generation students are matched with mentors that are experienced professionals in the marketing field. This program provides the environment, advice and resources they need to pursue their career interest in marketing and advertising.

- In the last year, AMA matched 70 pairs (70 mentees to 70 mentors) and doubled the number of participants in the program.
- Mentors from the following companies were part of the AMA's Mentorship Program in the last year: PBS Hawaii, Booz Allen Hamilton, 7-Eleven, and Dell Technologies.



At our regular monthly call this morning, Janvi informed me that she has gotten her dream job in digital marketing and starts next week. I'm just delighted, and she was very appreciative of our work together feeling that my counsel significantly improved her self confidence in interviews."

Mentor



My experience has been amazing and absolutely life changing! You guys gave me this resource at the perfect time as a junior, as I'm doing a little soul-searching now. My mentor has been phenomenal. Please give them a shoutout for me. She is doing more than I would have ever imagined from this program."

Mentee



AMA Professional Development

Learning & Training

Marketers have the power to change minds, improve lives and impact the world for good. But, the pace of change in marketing moves fast. As the industry’s go-to resource for skill development, the AMA is a community dedicated to helping marketers gain the skills and connections they need to stay ahead and advance their careers.

The AMA provides high-quality research-backed learning experiences and credentials for professionals who want to drive impact for themselves and their organizations. AMA learning leads with contemporary guidance, empathy, and recognized credibility. Learn more: [Training for Marketing](#).

Skills Framework

The AMA’s data-backed approach to building the training and certification you need to advance your career makes us unique. The Skills Framework consists of four primary domains, which, together, represent a full life-cycle of marketing activities. They are not completely independent of each other, as some skills will overlap between domains. Learn more: [AMA Marketing Skills Framework](#).



Certifications

Pursuing a certificate or professional certification can be a valuable enhancement to your knowledge, especially when it comes to increasing your salary or pursuing a new opportunity. AMA’s offerings include both certificates and Professional Certified Marketer® credentials, each designed to equip marketers with the knowledge and skills needed to excel in today’s competitive market. Learn more: [Certificates](#).

AMA Professional Certified Marketer (PCM®)

Achieving Professional Certified Marketer® status opens marketing professionals to a world of possibilities, earning respect and credibility from peers and employers. AMA programs are flexible, but rigorous enough to show stand-out knowledge to solve modern business challenges. More than 7,000 Professional Certified Marketers® currently leverage their credential for career advancement and continued education.



Highlights

92%

of graduates have said that our digital marketing course has had a positive impact on their career.

81%

of graduates have been promoted after completing one of our digital marketing programs.

71%

of AMA Professional Certified Marketer® graduates are working at (or have been promoted to) senior or management levels.

AMA offers Professional Certified Marketer® (PCM®) credentials in:

Marketing Management

Becoming an AMA Professional Certified Marketer® in Marketing Management is a way to prove you have the knowledge you need across a broad spectrum of marketing topics, including marketing strategy, marketing research and data analytics, pricing strategy, customer behavior and segmentation, and product and services positioning.

Digital Marketing

We've partnered with the Digital Marketing Institute, a world leader in professional digital marketing certification, to provide online learning at two levels, resulting in a Digital Marketing Pro or Digital Marketing Expert PCM designation.

Delivered 100% online with continuously updated content means you always get cutting-edge digital marketing and soft skills. Learn GA4, Social Media Marketing,

PPC, how to use AI, and much more. When you complete the Digital Marketing Pro program, you will become dually certified with the AMA and DMI with two credentials: PCM® Digital Marketing and Certified Digital Marketing Professional.

This advanced certification drills deep into the latest thinking to develop true digital marketing expertise. Learn about Digital Strategy, CX, Search Marketing, Social Media, Leadership and more.

Content Marketing

We've partnered with Content Marketing Institute (CMI), a global leader in advancing the practice of content marketing, to develop a learning program to prepare for the AMA Professional Certified Marketer® (PCM®) Content Marketing exam.

This program has been designed to bridge your knowledge gaps, elevate your career and keep you at the forefront of the dynamic world of content marketing.



I am looking forward to marketing myself with the American Marketing Association PCM credential. As a marketer, it's wonderful to be recognized in the industry as a professional who has mastered core knowledge and principles."

Angela Jiskoot | F&G

Corporate Training

Our training programs cover a wide range of outcomes-based topics that cater to the diverse needs of marketers. The AMA helps your employees stay ahead, gain the skills necessary to excel in their careers and contribute to your organization's success through customized curricula and learning delivery methods. We work with organizations of all sizes, verticals and models to ensure marketing teams have the skills they need to drive organizational impact.



AMA Conferences & Events

In-person Conferences

AMA Winter Academic Conference

The AMA Winter Academic Conference welcomed 861 in person/141 virtual attendees to St. Pete Beach, FL. With the **Marketing in Service of Nature and Humanity theme**, attendees gathered to share research, learn from each other, discuss the future of marketing, and celebrate winners of several academic awards. Live coverage of the event created great excitement among the community; from attendees onsite and those following online.

Honorees

Linda Price | AMA-Irwin-McGraw-Hill
Distinguished Marketing Educator Award

Katherine White | William L. Wilkie Marketing
for a Better World Award

Alixandra Barasch | Erin Anderson Award for an
Emerging Female Marketing Scholar and Mentor

Laura Colm | The AMA Foundation Robert Lusch
Early Career Research Award

Ozge Demirci | John A. Howard/AMA Doctoral
Dissertation Award

Nancy Harhut | Leonard L. Berry Marketing Book
Award

**Harald van Heerde, Ron Hill, Robert Leone,
Lisa Scheer, Venkatesh Shankar, and Vanitha
Swaminathan** | AMA Fellows

Highlights



Impressions were up 76.3%



Engagement rose 128.2%



Post link click rose significantly, up 176.6%



AMA International Collegiate Conference

The International Collegiate Conference (ICC) saw nearly 1,500 attendees in News Orleans, LA, a 17% increase in attendees over the previous year. Starting with the opening parade of AMA collegiate chapters—the largest pep rally for marketing in the world—this conference was filled with opportunities for students from over 130 collegiate chapters to develop professional skills and build a network. Additionally, hundreds of students had the opportunity to compete in several competitive events including AMA Sales, Perfect Pitch, Marketing Strategy, Marketplace Simulation, and the Chapter T-Shirt competition.



Highlights

Nine schools successfully took over the collegiate Instagram account for a day, sharing stories, day-in-the-life accounts, and feed updates about their chapters' activities leading up to the 2024 ICC. This initiative strengthened connections within the collegiate community and provided students with a valuable platform to elevate their chapters while gaining real-world social media experience.



Highlights

Live coverage of the event helped build excitement and provided a glimpse of the experience to those who could not attend in person. The team achieved a 5.3% increase in profile audience and an impressive 164.8% net organic growth. Impressions soared by 97.9%, and engagement skyrocketed by 446%, thanks to our community management and creative onsite strategies. There was a 96.7% rise in video views, reflecting our innovative content and strong community support for the 2024 AMA International Collegiate Conference.

AMA offers collegiate members a free year of professional membership as a graduation gift. We integrated this offering into the ICC and leveraged the event to build awareness and drive conversions. Tactics included housekeeping slides, signage with QR codes, scripted announcements, and push notifications. These efforts resulted in 202 onsite conversions, demonstrating the impact of direct communication with students while they are actively engaged.



Congratulations on an excellent event - this has been by far the BEST ONE I have attended with my students. From the programming to the competitions - the experience was amazing! Thank you to you and the team for all you do for the ICC."

- Faculty Advisor

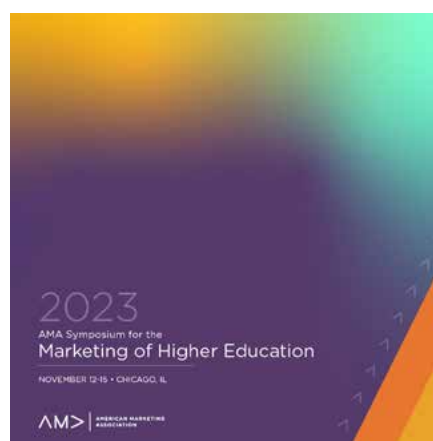


AMA Summer Academic Conference

The 2023 AMA Summer Academic Conference was held in San Francisco, CA. With 646 in person attendees and 170 virtual participants, the conference boasted over 60 competitive sessions, 13 special sessions, and 15 workshops. The theme for the conference: A World Disrupted: Marketing's Role in Understanding, Adapting and Transforming the Business Ecosystem. Attendees were invited to share research that highlighted the role of marketing in advancing our understanding of the complex challenges at hand and in shaping resilient business ecosystems that can respond proactively, equitably, and sustainably..

AMA Symposium for the Marketing of Higher Education

The AMA Symposium for the Marketing of Higher Education held in Chicago, IL was the largest and most successful event since its inception 34 years ago with over 1,500 attendees. This conference is the premier higher education marketing event that helps marketers enhance marketing strategy, build strong brands, improve reputation, achieve enrollment success and maintain financial strength. Conference speakers and content illustrate the vibrant and dynamic landscape that is higher education.



Highlights

We hosted AMA's first-ever LinkedIn Live session aimed at reaching our audience in a new way, attracting 2,237 viewers.

Our live coverage efforts were also noteworthy, sharing four on-site videos—Gen Z Slang, Pass The Mic, High Five, and Conference Recap—resulting in over 10,000 video views across Instagram and TikTok. From November 11-15, our Instagram efforts alone reached more than 3,800 accounts and generated 21,500+ impressions. This activity prompted 855 new profile visits and 19 external link taps, leading to engagement with AMA content. Additionally, our Day 1 Recap Post, which featured a PDF photo slideshow, became our 11th highest post for overall engagement across platforms in 2023.

Symposium for the Marketing of Higher Education received over 250 call for proposal submissions - 11% acceptance rate, over 400 institutions are registered from 11 countries and we welcomed attendees from 45 states across the country.

AMA Marketing and Public Policy Conference

The AMA Marketing & Public Policy Conference brought together over 200 (12% increase) academics, policymakers, and government relations professionals to discuss and share the latest advancements in public policy theory and practice.



AMA brings together policymakers, government relations professionals and academics on the cutting edge of research to share the best thinking in public policy theory and practice. This event is crucial for fostering dialogue between marketers, policymakers, and academics on the pivotal role marketing plays in shaping public policy and driving sustainable change.”

- **Bennie F. Johnson, CEO of the AMA**

Highlights

AMA was excited to welcome keynote speakers, Stacey Anderson, Legal Policy Analyst, The Innocence Project and Marvin Anderson, Chief, Hanover, Virginia Fire Department; Board of Directors, The Innocence Project. Founded in 1992, the Innocence Project has been at the forefront of criminal justice reform, using DNA and other scientific advancements to prove wrongful conviction. Since the organization’s inception, The Innocence Project has helped to free or exonerate hundreds of wrongfully convicted people, pass transformative state laws and federal reforms, and advance the innocence movement.

We leveraged established relationships and built new ones to create a strong network of attendees.

We engaged returning attendees and enticed new attendees by providing sneak peeks into the program, highlighting the conference theme and trending topics, and showcasing keynote speakers to generate excitement and anticipation.

AMA-Sheth Doctoral Consortium

This unique event brings together the best doctoral students from business schools in the United States, Canada, Europe and the rest of the world. It is the only consortium that exposes doctoral students to the rich diversity of topics, methodological perspectives and theories that exist within the marketing discipline. This experience is designed to spark creativity and insight by challenging students to think outside their existing paradigms and broaden their views on what constitutes good research. Additionally, the consortium's focus is to help students successfully transition to their first faculty position by providing guidance on research, teaching and service. Faculty scholars are selected who have made important contributions to the field and who are dedicated to helping doctoral students establish professional linkages among themselves and with faculty.

The first consortium was held in 1966. The program was launched under the leadership of Thomas A. Staudt, and from the beginning, the focus on research and relationship building was vital. In 1997, the name was changed to the AMA-Sheth Foundation Doctoral Consortium in recognition of the Madhuri & Jagdish N. Sheth Foundation's commitment to financing part of the consortium on an ongoing basis with the establishment of an AMA Foundation endowed fund.

In June 2024, the event took place at Alliance Manchester Business School, University of Manchester.



Virtual Conferences and On Demand Trainings

AMA provides a broad range of opportunities to collaborate, network, learn, and grow professionally. Below are some of the bootcamps and training offered for the community in FY24.



Virtual Conferences

- Content Marketing
- Digital Marketing
- Martech: Automation & AI
- The Year Ahead in Marketing
- Diversity-Driven Marketing Symposium
- Customer Experience
- Marketing in Higher Education
- Build Your Brand
- Marketing Analytics

Bootcamps

- Digital Marketing
- Marketing Management
- Brand Management Essentials
- Social Media
- Digital Marketing Copywriting
- Social Media Strategy
- Social Media & AI Bootcamp Series (sponsored by Sprinklr)

Trainings

- How to Write a Powerful Creative Brief
- Marketing for Small Teams
- Generative AI Strategies and Best Practices
- Future-Proof Strategies for Brainstorming and Ideation
- UX Principles for Email Marketing
- Building a Marketing Analytics Framework
- Driving ROI with Marketing Automation
- Plan and Create Content that Converts
- Build Brand Authority Across Channels
- Social Media Trends for 2024
- How to Write a Marketing Plan
- Marketing Growth Strategies Workshop
- Building a Bridge Between Sales and Marketing
- SEO Trends for 2024
- Enhancing Productivity as a Small Team
- Project Management for Marketers
- From Numbers to Narrative (Data Storytelling and Visualization)
- Mastering Product Positioning and Messaging
- Power of AI: Personalize the Experience
- Growth Marketing Strategies Workshop

Members Only Webinars

Started in FY24, our AMA Members-Only webinars are free, monthly webinars for our AMA members that bring together experts from across industries and academia to have meaningful conversations about the marketing industry. What started with only 300 registrants in June of FY24 has since grown to consistently seeing over 1000 registrants and an average attendance rate of 30%. We've covered topics on AI, Marketing & Ethics, Green Marketing, Data & ROI, Influencer Marketing, Customer Experience, Brand Management, Content Marketing, and Direct Marketing.

Highlights

Our first members only webinar on AI had 304 registered and 104 attendees. When we revisited the same topic a year later, it had 1,089 registrants and 230 attendees.

March 2024 topic on Brand Management, saw our largest registration and attendance with 1,305 registered and 391 attendees.



Total # of
8,323
registrants



Total # of
2,520
registrants



Total # of on-demand
187
member only views



AMA Partnerships & Sponsorships

The AMA partners with companies like Google, Salesforce, Dell, Cvent, Sprinklr, Deloitte, MNTN, and Zappi around learning and thought leadership throughout the year. These partnership provide resources and content for members in the form of guides and toolkits, help to broaden the AMA audience, and allow us to create greater impact for the marketing profession.

Highlights



Google talked to our audience at the Symposium for Higher Education about Reaching Students in the Moments that Matter.



Deloitte led several sessions at the International Collegiate Conferences about becoming a transformational leader, social media influencers and the future, recovery techniques for everyday life, and business chemistry.



Sprinklr led our year's largest learning event with their nine part learning bootcamp on Social Media & AI with 2,923 attendees.

14%↑

Virtual conferences saw over 46K marketers registered with a 14% increase.

1.53M

Over 1.53M people have registered for AMA webinars.

\$1.07M

Sponsorship surpassed an all time record in event revenue, coming in at \$1.07M.



Sponsored emails are outperforming previous years with a 35.8% total open rate and 5.1% CTR in FY24 for total open represents 21,975 total opens per email and 3,057 clicks!

Guides & Toolkits

Guides and eBooks are an affordable method of creating effective content tools for current audiences and allow for potential new audiences to find brands via these helpful tools online. It can be created much faster than the traditional printed pamphlet or brochure and allows for mobile access by existing digitally. Here you will find a collection of marketing news articles and research insights regarding Guides & eBooks.



zappi

7 steps to better advertising people love

SPONSOR

This graphic features a pink background with the zappi logo in white. Below the logo, the text "7 steps to better advertising people love" is written in white, with a stylized arrow pointing to the right. An image of an open book with colorful pages is shown in the bottom right corner. A dark blue button with the word "SPONSOR" in white is located in the bottom left corner.



A Marketer's Guide to Taking Personalization Beyond the Status Quo

MessageGears

SPONSOR

This graphic has a blue background. On the left, the title "A Marketer's Guide to Taking Personalization Beyond the Status Quo" is written in white and yellow. Below the title is the MessageGears logo. On the right, there are several overlapping images of report covers, including one titled "A MARKETER'S GUIDE TO TAKING PERSONALIZATION BEYOND THE STATUS QUO" and another titled "GOING BEYOND HI, (FIRST NAME)". A dark blue button with the word "SPONSOR" in white is in the bottom left corner.



REPORT

klue

When the Pie Shrinks

How revenue leaders are responding to competitive market conditions

READ REPORT

SPONSOR

This graphic has a yellow background. At the top left, there is a book icon and the word "REPORT". At the top right is the klue logo. The title "When the Pie Shrinks" is in large black font, followed by the subtitle "How revenue leaders are responding to competitive market conditions". A dark blue button with "READ REPORT" in white is in the middle. A dark blue button with "SPONSOR" in white is in the bottom left. On the right side, there is a partial view of a pie chart with numbers 10, 8.5, and 7.



zinklar

Strategies for Marketing Success

The State of Consumer Insights 2024

SPONSOR

This graphic has a dark background. The zinklar logo is in white at the top left. Below it, the title "Strategies for Marketing Success" is written in large, bold, pink and white font. In the center, there is an image of a report cover titled "The State of Consumer Insights 2024". A dark blue button with the word "SPONSOR" in white is in the bottom left corner.



Building Brand Trust in B2B

BrandExtract

SPONSOR

This graphic has a dark purple background with colorful geometric shapes. The title "Building Brand Trust in B2B" is in white. Below the title is the BrandExtract logo. A dark blue button with the word "SPONSOR" in white is in the bottom left corner.

Thank you to AMA's sponsors for their support of our programs and members this past year.

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Bloomreach, Inc.
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MotionPoint Corporation	RW Jones Agency	UPCEA
MOVIL ACCESS SL (Zinklar)	SAGE Publishing	Uptempo
Net Natives	Salesforce.com, Inc.	Validated Insights, Inc.
NewCity	Salesforce.org	VEGA
Niche	SearchStax	Ventures FM (dba University FM)
Northstar Education Services, LLC d/b/a Campus Sonar	Sendinblue Inc	Verizon
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ObservePoint Inc.	Sheth Foundation	Vision, Inc dba CampusReel
OHO INTERACTIVE	SimpsonScarborough	VisionPoint Marketing
Ologie, LLC	Sitecore Usa, Inc. together with its affiliates	Viv Education LLC
ON24, Inc.	Snowflake	Wasserman Media, LLC
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Pantheon Systems, Inc.	StatSocial	XEquals (Akeru)
Paskill	Strategex LLC	Yes& Lipman Hearne
PhotoShelter	StratX Simulations	Z Advertising Group, LLC (DBA ZAG Creates)
Pixo	Stukent	Zappistore, Inc.
Plains Presort Services, Ltd. (PPS)	Sunrise International	Zillion Agency, LLC
PlayPlay, Inc.	SurveyMonkey	ZoomInfo Technologies
	Syracuse University	
	Snyder Innovation Center	




AMA Job Board

At the AMA, our success is fueled by each of our employee’s success. Together we support a community of over 445,000 people who work, research and study in the field of marketing across the globe. Our purpose is to build a community of practitioners, academics and students committed to cutting through the noise and untangling the mess of marketing advice. They rely on us for knowledge, training and tools to enhance their careers and make meaningful connections within the industry.




AMA Open Positions

EXPLORE JOBS



Marketing Job Board

EXPLORE JOBS



Academic Job Board

EXPLORE JOBS

Highlights

1,255,839

Job Views

10,991

Apply Now Button Clicks

1,469

Job Seeker Signups

1,108

Job Postings





AMA Journals & Publications




Highlights


The My Journal Reader newsletter saw:


 **491,296**
Total Opens


 **82,536**
Clicks Across 20 Sends in FY24.

Among all journals social channels year-over-year:


Overall engagements increase by **4.4%** (110,680)


Overall post link clicks increase by **7.4%** (69,240)


Overall engagement rate/impression increase by **7.8%** (69,240)


Overall audience grew **31.4%** (84,376)

The AMA is built on a foundation of credible, peer-reviewed scholarly research. The *Journal of Marketing*, AMA's flagship journal, was founded in 1936, the year before the AMA officially came into being. The AMA Academic Community nurtures new ideas, fosters collaborative relationships, and advances the field of marketing by engaging scholars from across the world. AMA Academic Journals publish the latest peer-reviewed research aimed at advancing our industry and equipping business professionals with the insight needed to make better managerial decisions.

AMA publishes five highly ranked academic journals: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Interactive Marketing*, *Journal of Public Policy & Marketing*, and *Journal of International Marketing*. *Journal of Marketing* ranks fourth out of 302 business journals in terms of five-year Impact Factor (15.0).

In FY24, we published 56 *Journal of Marketing* and *Journal of Marketing Research* Scholarly Insights, 18 Research Insights, two Impact at *Journal of Marketing Research*, and one Marketing Insights from AMA Fellows, resulting in over 67,000 views, not including press releases and other academic content. **Journal articles in FY24 have reached over 5 million readers.**

The journals' social media channels enjoyed explosive growth this year! Promoting research, award winners, journal updates, and event-related information through these channels continues to help our journal research reach a wider audience.

JOURNAL of Marketing

AMA Journal of Marketing (Impact factor: 11.5)

Editor in Chief: Srihari Sridhar |

Coeditors: Cait Lambertson, Detelina Marinova & Vanitha Swaminathan

AMA Journal of Marketing develops and disseminates knowledge about real-world marketing questions useful to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world. It is the premier outlet for substantive marketing scholarship. Since its founding in 1936, JM has played a significant role in shaping the content and boundaries of the marketing discipline. Learn more: [Academic Journals | American Marketing Association](#).

One of our highest-performing posts was a JM post linking to a career-spanning retrospective written by Phil Kotler



Journal of Marketing
36,069 followers
5mo • Edited • 🗨️

"Do not be fooled by my title, 'Father of Modern Marketing.' If I stop following the latest developments and ideas, my marketing knowledge will quickly lose value."
- Philip Kotler

For a new Journal of Marketing series, "Marketing Insights from AMA Fellows," marketing luminary Philip Kotler reflects on the past and future of the discipline. Phil began teaching marketing at [Northwestern University - Kellogg School of Management](#) in 1960 and has been a preeminent scholar shaping marketing philosophy for decades.

Now at age 92, Kotler connects the dots between marketing approaches in the 1960s through to recent concepts such as regenerative marketing, entrepreneurial marketing, demarketing, and the role of today's CMOs.

Check out this incredible piece from a true marketing legend!

[#marketing](#) [#marketinghistory](#) [#MarketingAcad](#)
American Marketing Association

A Lifetime in Marketing: Lessons Learned and the Way Ahead, by Philip Kotler
ama.org

- **Original Submissions:** 1,080 | **Accepts:** 48
- **Special Issues:** Marketing in the Health Care Sector (January 2024)
- **Downloads:** 2,532,443

Another high performer was JM Scholarly Insight discussing an article that calls for big changes in how academics utilize statistics



Journal of Marketing
36,646 followers
9mo • 🗨️

[+ Follow](#) ...

Null hypothesis significance testing (NHST) is the default approach to statistical analysis and reporting in marketing and, more broadly, in the biomedical and social sciences. Despite its default role, though, NHST has long been criticized by both statisticians and applied researchers, including those within marketing. The most prominent criticisms relate to NHST's dichotomization of results as "statistically significant" versus "statistically nonsignificant."

A new Journal of Marketing article argues that single studies are never definitive and thus can never demonstrate an effect or no effect. The aim of studies should be to report results in an unfiltered manner so they can later be used to make more general conclusions based on the cumulative evidence from multiple studies. Currently, NHST leads researchers to wrongly make general and certain conclusions and to wrongly filter results.

The article proposes abandoning NHST as the default approach to statistical analysis and reporting. The authors recommend that "statistical (non)significance" should never be used as a basis to make general and certain conclusions, nor should it be used as a filter to select which results to publish.

Click below to read more about their recommended changes to statistical analysis.

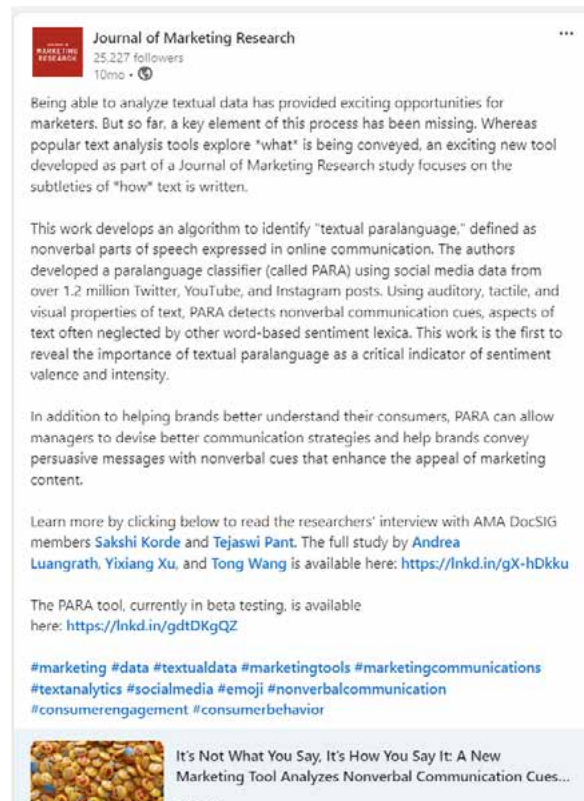
AMA Journal of Marketing Research (Impact factor: 5.1; Scimago journal ranking: 7.415)

Editor in Chief: Rebecca Hamilton |
Coeditors: Brett Gordon, Raghuram
Iyengar, Kapil Tuli & Karen Page
Winterich

AMA Journal of Marketing Research delves into the latest thinking in marketing research concepts, methods, and applications from a broad range of scholars. It is included in both the Financial Times top 50 business journals and the University of Texas at Dallas research rankings journal list. Learn more: [Journal of Marketing Research](#).

This JMR Scholarly Insight discusses a tool that >
analyzes nonverbal characteristics in text

- **Original Submissions:** 842 | **Accepts:** 35
- **Downloads:** 1,455,208



Since July 2023,
here are some of
the media outlets
that have featured
Journal of Marketing
Research.



JOURNAL of Public Policy & Marketing

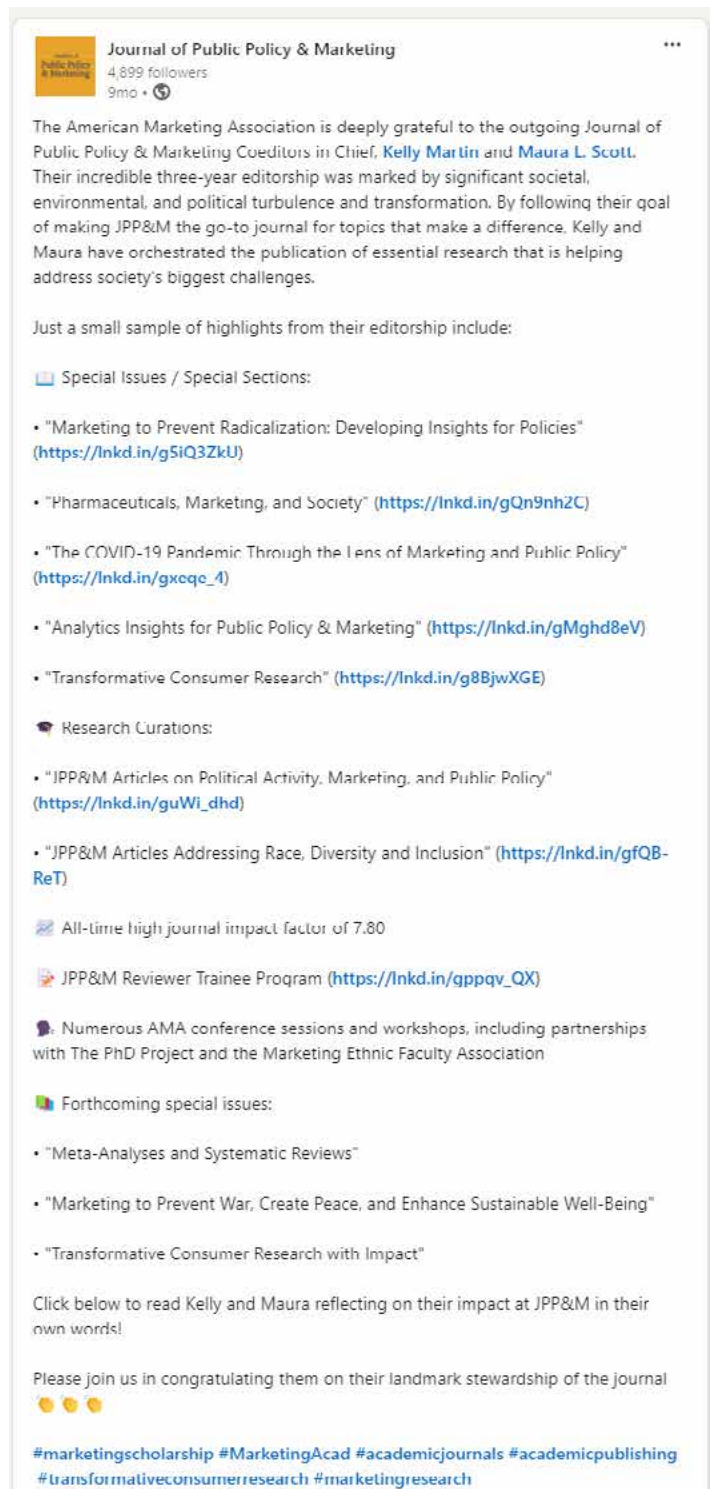
AMA Journal of Public Policy & Marketing (Impact factor: 5.1)

Editor in Chief: Jeremy Kees & Beth Vallen

AMA Journal of Public Policy & Marketing is a forum for understanding the nexus of marketing and public policy, with each issue featuring a wide-range of topics, including, but not limited to, ecology, ethics and social responsibility, nutrition and health, regulation and deregulation, security and privacy. Learn more: [Journal of Public Policy & Marketing](#).

This JPP&M post highlights the accomplishments of the outgoing editors >

- **Original Submissions:** 266 | **Accepts:** 20
- **Special Issues:** Meta-Analyses and Systematic Reviews (January 2024)
- **Downloads:** 322,559



Journal of Public Policy & Marketing
4,899 followers
9mo • 🌐

The American Marketing Association is deeply grateful to the outgoing Journal of Public Policy & Marketing Coeditors in Chief, [Kelly Martin](#) and [Maura L. Scott](#). Their incredible three-year editorship was marked by significant societal, environmental, and political turbulence and transformation. By following their goal of making JPP&M the go-to journal for topics that make a difference, Kelly and Maura have orchestrated the publication of essential research that is helping address society's biggest challenges.

Just a small sample of highlights from their editorship include:

📁 Special Issues / Special Sections:

- "Marketing to Prevent Radicalization: Developing Insights for Policies" (<https://lnkd.in/g5iQ3ZkU>)
- "Pharmaceuticals, Marketing, and Society" (<https://lnkd.in/gQn9nh2C>)
- "The COVID-19 Pandemic Through the Lens of Marketing and Public Policy" (https://lnkd.in/gxcqc_4)
- "Analytics Insights for Public Policy & Marketing" (<https://lnkd.in/gMghd8eV>)
- "Transformative Consumer Research" (<https://lnkd.in/g8BjwXGE>)

📌 Research Curations:

- "JPP&M Articles on Political Activity, Marketing, and Public Policy" (https://lnkd.in/guWi_dhd)
- "JPP&M Articles Addressing Race, Diversity and Inclusion" (<https://lnkd.in/gfQB-ReT>)

📈 All-time high journal impact factor of 7.80

👤 JPP&M Reviewer Trainee Program (https://lnkd.in/gppqv_QX)

🤝 Numerous AMA conference sessions and workshops, including partnerships with The PhD Project and the Marketing Ethnic Faculty Association

📅 Forthcoming special issues:

- "Meta-Analyses and Systematic Reviews"
- "Marketing to Prevent War, Create Peace, and Enhance Sustainable Well-Being"
- "Transformative Consumer Research with Impact"

Click below to read Kelly and Maura reflecting on their impact at JPP&M in their own words!

Please join us in congratulating them on their landmark stewardship of the journal 🎉🎉🎉

#marketingscholarship #MarketingAcad #academicjournals #academicpublishing #transformativeconsumerresearch #marketingresearch

AMA Journal of International Marketing (Impact factor: 4.9)

Editor in Chief: Aysegül Özsoymer

AMA Journal of International Marketing is dedicated to advancing international marketing practice, research, and theory. Aimed at both international marketing/business scholars and practitioners at senior- and mid-level international marketing positions, the journal's prime objective is to bridge the gap between theory and practice in international marketing. Learn more: [Journal of International Marketing](#).



- **Original Submissions:** 197 | **Accepts:** 22
- **Special Issues:** International Selling and Sales Management (March 2024)
- **Downloads:** 349,907

AMA Journal of Interactive Marketing (Impact factor: 6.8)



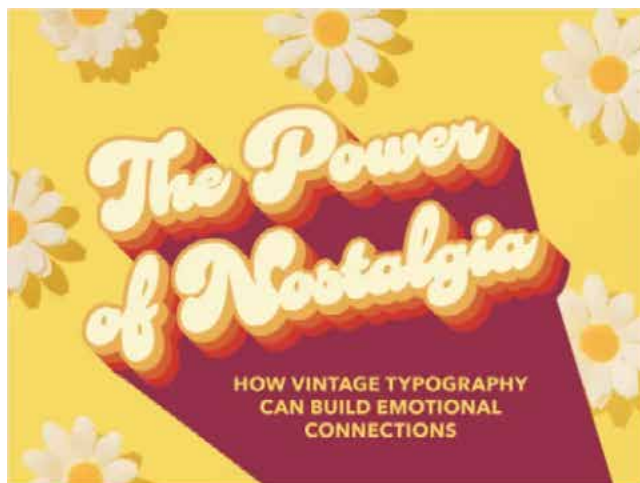
Editor in Chief: Peeter Verlegh
Coeditors: Beth Fossen

AMA Journal of Interactive Marketing aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting, and service of individual customers. We strive to publish leading-edge, high-quality, and original research that presents results, methodologies, theories, concepts, models, and applications on any aspect of interactive marketing. Learn more: [Journal of Interactive Marketing](#).

- **Original Submissions:** 649 | **Accepts:** 28
- **Downloads:** 366,440

Marketing News

AMA's Marketing News is a quarterly digital publication that presents practitioner-friendly overviews of the latest AMA journal research. AMA members have access to Marketing News, and it is archived in the EBSCO database.



WINTER ISSUE

The Power of Nostalgia

Featuring AMA Fellow Phil Kotler's latest piece on the future of marketing



SPRING ISSUE

Generating Returns on DE&I Investment

Featuring results from the CMO Survey and marketing strategy insights from AMA journals



AMA Foundation

As the philanthropic arm of the AMA, the AMA Foundation seeks to elevate marketing visionaries, empower future generations, inspire a more diverse industry and ensure marketing research impacts the public good. The AMA Foundation was established by the action of the AMA Board of Directors in June 1992. The AMA Foundation was established for future restricted contributions as well as to encourage marketing women and men to contribute their time, talents, experience and other resources to foster the use of good marketing practices to benefit the larger society in addition to the organizations for which they are working, or had worked. Gifts to the AMA Foundation go towards awards that honor influential, revolutionary, and transformative marketers and their work.

AMA Foundation Advisors

The AMA Foundation Board of Advisors has equal representation from the academic and practitioner fields and strives to serve the unique philanthropic goals of both organizations.



Bob Leone, Chair

J. Vaughn and Evelyne H. Wilson Chair, Professor of Marketing, Neeley School of Business, Texas Christian University
Term Expires: 6.30.2025

Ric Sweeney, Immediate Past Chair

Professor of Marketing, University of Cincinnati
Term Expires: 6.30.2024

Kimberly A. Whitley, Chair Elect

Frank M. Sands Sr. Associate Professor of Business Administration, Darden School of Business, University of Virginia
Term Expires: 6.30.2026

Stephanie M. Noble

Nestlé USA Professor of Marketing and William B. Stokely Faculty Research Fellow, Haslam College of Business, University of Tennessee
Term Expires: 6.30.24

AMA Foundation Advisors (Continue)

Megan Lau

Director of Marketing
Research, Microsoft
Term Expires: 6.30.2024

Aric Rindfleisch

John M. Jones Professor
of Marketing, and Vernon
Zimmerman Faculty Fellow,
University of Illinois at
Urbana-Champaign
Term Expires: 6.30.2025

Shanita Akintonde

President, ShanitaSpeaks,
LLC, VP, Diversity, Equity, and
Inclusion
Term Expires: 6.30.26

Hami Vo Arrington

Founder, One Foot Over
Term Expires: 6.30.26

Linda Price

Co-Director of Research
College of Business, Director-
PhD Program in Marketing and
Sustainable Business Practices,
Dick and Maggie Scarlett Chair
of Business Administration,
Professor of Marketing,
University of Wyoming,
Management and Marketing,
College of Business,
Term Expires: 6.30.26



Giving Tuesday

In FY24, the AMA Foundation participated in Giving Tuesday to raise awareness and funds to elevate marketing visionaries, empower future generations, inspire a more diverse industry and ensure marketing research impacts public good. Gifts to the Foundation go towards awards that honor influential, revolutionary and transformative marketers and their work. By participating in Giving Tuesday—a global generosity movement that encourages people and organizations to revolutionize the communities they are part of—the AMA Foundation encouraged the community to come together to raise awareness and support for the AMA programs. The Foundation currently supports over 40 awards, scholarships, and programs to elevate outstanding marketers, celebrate innovative work, and inspire diversity in the community.

Donations to the AMA Foundation

We are incredibly grateful for the support of the marketing community. Donor support enables the AMA to foster a more diverse, vibrant marketing community. Through their contributions, we have been able to showcase the power of marketing research to drive positive societal change, address critical challenges, and make a lasting impact on the public good. They are a vital part of the industry's transformation.



We have a responsibility to be an activist to solve our own problems. We need to be on the field, be knowledgeable, be a role model. We can't do anything alone. But we can make a difference. We need to be eager, more passionate. It makes us better, and it makes a better world."

- Dr. Leonard Berry | AMA Fellow and William L. Wilkie Marketing for a Better World Award Recipient

Thank you to our FY24 Donors

Lisa Bowman
Eli Jones
Mike Brady
Brian Fergemann
Angela Brutsche
Jessica Perry
Tiffany White
Christine Mathers
Robin Tooms
Rebecca Slotegraaf
Matthew Witt
Jeff Lupinacci
Ajay Kohli

Kim Whitler
Linda Price
Hami Arrington
Stephanie Noble
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Russell Winer
Bill Cron
Jennifer Schufer
Martin Mende
Samantha Nieves
Lisa Temple
Catherine Kost
Nancy Harhut
Arity Morrison



As marketers, we have the power to change what we want, and it has the power to change society."

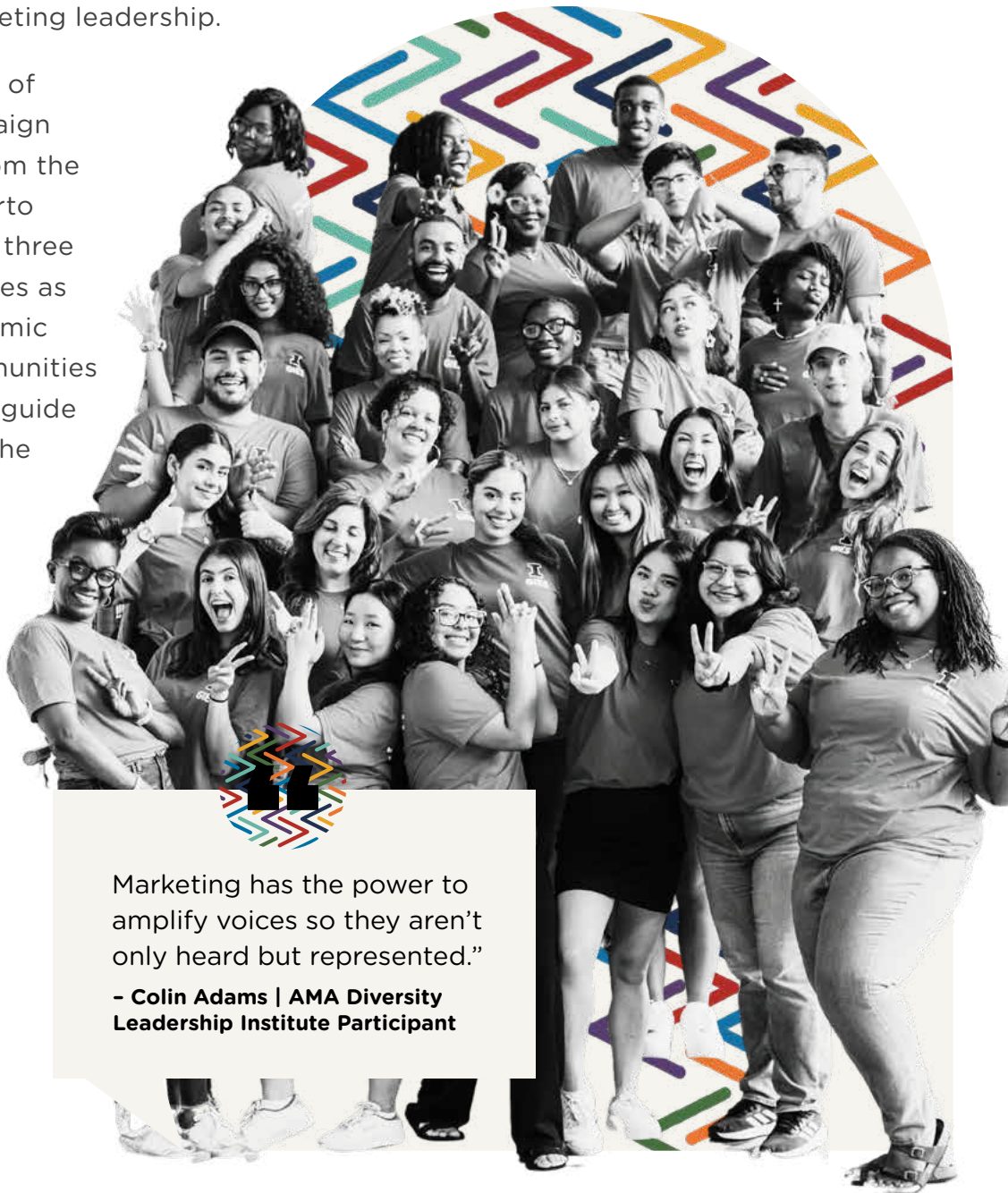
- Tracy Khan | Valuing Diversity PHD Scholarship Recipient

Diversity Leadership Institute

The AMA Diversity Leadership Institute (DLI) is a four-day retreat that allows 20-25 participants the opportunity to meet and interact with an intimate cohort of marketing students from historically disenfranchised and underrepresented communities in the marketing field. Students network with each other and marketing faculty and professionals, gain valuable knowledge and information on the functions and career paths of marketing, and reflect on the influence of their own identities and histories on their marketing leadership.

In 2024, the University of Illinois Urbana-Champaign hosted 20 students from the United States and Puerto Rico. DLI highlights all three of the AMA communities as members of our academic and professional communities serve as facilitators to guide the students through the program.

As a capstone for the program, students search and present ethical solutions to current marketing leadership issues. In partnership with the host institution, costs of food, travel, and lodging are covered for all participants.



Marketing has the power to amplify voices so they aren't only heard but represented."

- Colin Adams | AMA Diversity Leadership Institute Participant



AMA Marketing Excellence Awards

AMA Foundation Awards and Scholarships

Each year, the AMA Foundation Awards and Scholarships recognize marketing visionaries who have elevated the field and support the next generation of marketers who will transform the profession. *Please note: The awards listed below were announced and awarded in FY24, July 1, 2023 - June 30, 2024.*

Academic Awards

AMA Fellows Award

Recognizes marketing academics who have made significant contributions to the research, theory and practice of marketing, and to the service and activities of the AMA over a prolonged period of time, while providing regular opportunities for fellowship and discussion.

- Harald van Heerde, University of New South Wales
- Ronald Hill, American University
- Robert Leone, Texas Christian University
- Lisa Scheer, University of Missouri
- Venkatesh Shankar, Southern Methodist University
- Vanitha Swaminathan, University of Pittsburgh



AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award

Honors a long-standing leader in marketing who has made extensive contributions to marketing education and the marketing discipline in general.

Linda Price | AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award



Charles Coolidge Parlin Marketing Research Award

Honors distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time.

Leslie Wood | Charles Coolidge Parlin Marketing Research Award



Academic Awards (Continue)

AMA-EBSCO-RRBM Award for Responsible Research in Marketing

This award honors outstanding research that produces both credible and useful knowledge that can be applied to benefit society.

Distinguished Winners

- **Yixing Chen, Vikas Mittal, and Shrihari (Hari) Sridhar, “Investigating the Academic Performance and Disciplinary Consequences of School District Internet Access Spending” | Journal of Marketing Research**
- **Stephan Seiler, Anna Tuchman, and Song Yao, “The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects” | Journal of Marketing Research**

Winners

- **Yann Cornil, Hilke Plassmann, Judith Aron-Wisnewsky, Christine Poitou-Bernet, Karine Clément, Michèle Chabert, and Pierre Chandon, “Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery” | Journal of Consumer Psychology**
- **Srinivas Venugopal and Madhubalan Viswanathan, “Negotiated Agency in the Face of Consumption Constraints: A Study of Women Entrepreneurs in Subsistence Contexts” | Journal of Public Policy & Marketing**



Eli Jones Article Award for Long-Term Impact in Sales Research

This award is made annually for a paper published in a refereed journal that has made a significant long-term impact on the theory and practice of professional selling and sales management.



Erin Anderson Award for an Emerging Female Mentor and Scholar

Recognizes emerging female marketing scholars and mentors, while honoring and celebrating the life of Erin Anderson.

Alixandra Barasch | Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor



Academic Awards (Continue)

H. Paul Root/Marketing Science Institute Award

Recognizes the Journal of Marketing article that has made the most significant contribution to the advancement of the practice of marketing within the calendar year.

Yong-Chin Tan of City University of Hong Kong, Sandeep R. Chandukala of Singapore Management University, and Srinivas K. Reddy of Singapore Management University for their article “Augmented Reality in Retail and Its Impact on Sales” (Volume 86, Issue 1)



Hans B. Thorelli Award

Recognizes the Journal of International Marketing article that has made the most significant and long-term contribution to international marketing theory or practice.

Katharina Petra Zeugner-Roth of SKEMA Business School, Vesna Žabkar of University of Ljubljana, and Adamantios Diamantopoulos of University of Vienna have been selected as the recipients of the annual Hans B. Thorelli Award for their article, “Consumer Ethnocentrism, National Identity, and Consumer Cosmopolitanism as Drivers of Consumer Behavior: A Social Identity Theory Perspective,” which appeared in the June 2015 issue (Vol. 23, No. 2) of Journal of International Marketing. The award honors a Journal of International Marketing article published 5+ years ago that has made the most significant and long-term contribution to international marketing theory or practice. This year, eligible articles were those published in or before 2017.



John A. Howard/AMA Doctoral Dissertation Award

Recognizes the excellent marketing related doctoral dissertation for a given year.

Ozge Demirci | John A. Howard/AMA Doctoral Dissertation Award



Academic Awards (Continue)

Journal of Interactive Marketing Best Paper Award

This award honors the best Journal of Interactive Marketing article published in a given calendar year. The award is given to an article that has made a significant contribution to the advancement of the practice of marketing.

The winners of the 2022 award are Bianca Harms, Janny C. Hoekstra, and Tammo H. A. Bijmolt for their article, “Sponsored Influencer Vlogs and Young Viewers: When Sponsorship Disclosure Does not Enhance Advertising Literacy, and Parental Mediation Backfires,” published in the February 2022 Journal of Interactive Marketing Special Issue, “Examining the Unanticipated Consequences of Interactive Marketing.” The award committee, composed of Sonja Gensler (University of Münster), Venkatesh (Venky) Shankar (Texas A&M University), Lauren Labrecque (University of Rhode Island), and Koen Pauwels (Northeastern University).



Leonard L. Berry Marketing Book Award

Recognizes books whose innovative ideas have had significant impact on marketing and related fields. (AMA Special Interest Group Award with AMA Foundation endowment)

Nancy Harhut | Leonard L. Berry Marketing Book Award



Louis W. Stern Award

Recognizes the outstanding article, in a widely recognized and highly respected refereed journal, which has made a significant contribution to the literature on marketing and channels distribution. (Interorganizational Special Interest Group Award)

Allègre L. Hadida, Jan B. Heide, and Simon J. Bell, “The Temporary Marketing Organization,” Journal of Marketing, March 2019



Paul E. Green Award

Recognizes the best article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research.

Max J. Pachali, Marco J.W. Kotschedoff, Arjen Van Lin, Bart J. Bronnenberg, and Erica Van Herpen, “How Do Nutritional Warning Labels Affect Prices?”, Volume 60, No. 1, February 2023



Academic Awards (Continue)

Robert J. Lavidge Global Marketing Research Award

Recognizes marketing practitioners or educators from anywhere in the world, who have demonstrated success in implementing a research procedure with practical implications within the past five years.

Simon Blanchard | 2024 Robert J. Lavidge Global Marketing Research Award



Robert Lusch Early Career Research Award

This award aims to recognize a scholar who has published an article early in his/her career in an AMA Journal (Journal of Marketing, Journal of Marketing Research, Journal of International Marketing, or Journal of Public Policy & Marketing).

Laura Colm | The AMA Foundation Robert Lusch Early Career Research Award



S. Tamer Cavusgil Award

Recognizes the Journal of International Marketing article that has made the most significant contribution to the advancement of the practice of international marketing management within the calendar year

Stanford A. Westjohn (University of Alabama), Peter Magnusson (University of Texas Rio Grande Valley), George R. Franke (University of Alabama), and Yi Peng (Tennessee Tech University) have been selected as the recipients of the annual S. Tamer Cavusgil Award for their article, "Trust Propensity Across Cultures: The Role of Collectivism," which appeared in the March 2022 issue (Vol. 30, No. 1) of Journal of International Marketing



Shelby D. Hunt/Harold H. Maynard Award

Recognizes the Journal of Marketing article that makes the most significant contribution to marketing theory and thought within the calendar year.

Julian R.K. Wichmann of University of Cologne, Nico Wiegand of Vrije Universiteit Amsterdam, and Werner J. Reinartz of University of Cologne for their article "The Platformization of Brands" (Volume 86, Issue 1)



Academic Awards (Continue)

Sheth Foundation/Journal of Marketing Award

Recognizes the best article published in the Journal of Marketing that has made long-term contributions to the field of marketing.

Kimberly A. Whitler of University of Virginia, Ryan Krause of Texas Christian University, and Donald R. Lehmann of Columbia University for their article, “When and How Board Members with Marketing Experience Facilitate Firm Growth” (Volume 82, Issue 5)



Thomas C. Kinnear/Journal of Public Policy & Marketing Award

Honors the Journal of Public Policy & Marketing article that makes the most significant contribution to the understanding of marketing and public policy issues within the most recent three-year time period.

Sonja Martin Poole of University of San Francisco, Sonya A. Grier of American University, Kevin D. Thomas of Marquette University, Francesca Sobande of Cardiff University, Akon E. Ekpo of Loyola University Chicago, Lez Trujillo Torres of University of Illinois at Chicago, Lynn A. Addington of American University, Melinda Weekes-Laidlow of Weekes In Advance Enterprises, and Geraldine Rosa Henderson of Loyola University Chicago are the recipients of the 2023 Thomas C. Kinnear Award for their article, “Operationalizing Critical Race Theory in the Marketplace,” which appeared in the April 2021 issue (Vol. 40, No. 2) of Journal of Public Policy & Marketing



V. Kumar Doctoral Student Mentorship Award

Recognizes academics in the field of marketing who are productive scholars and who have been instrumental in developing doctoral students in marketing.



Valuing Diversity Ph.D. Scholarships

Seeks to widen the opportunities for underrepresented populations to attend marketing doctoral programs.

- **Erika Zuloaga Cosme, University of Texas at San Antonio**
- **Davon Holmes, Georgia State University**
- **Priscilla Peña, University of Rhode Island**



Academic Awards (Continue)

Varadarajan Award for Early Contributions to Marketing Strategy Research

Honors a marketing faculty member who has completed ten or fewer years after receipt of his/her doctoral degree for his/her contribution to marketing strategy research. (AMA Special Interest Group Award with AMA Foundation endowment)



Vijay Mahajan Award

Honors a marketing educator affiliated with an institution of higher learning, who has made sustained contributions to marketing strategy literature over a span of ten or more years. (AMA Special Interest Group Award with AMA Foundation endowment)



Weitz-Winer-O'Dell Award

Recognizes the Journal of Marketing Research article that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.

Eva Ascarza of Harvard Business School has been selected to receive the 2023 Weitz-Winer-O'Dell Award for her article, "Retention Futility: Targeting High-Risk Customers Might be Ineffective," which appeared in the February 2018 issue (Volume 55, Issue 1) of Journal of Marketing Research.



William L. Wilkie "Marketing for a Better World" Award

Honors marketing thinkers who have significantly contributed to our understanding and appreciation for marketing's potentials to improve our world, and from whose work notable advances have ensued.

Katherine White | William L. Wilkie Marketing for a Better World Award



Williams-Qualls-Spratlen (WQS) Award

Recognizes world class marketing scholars and mentors of color, while carrying on the legacy of Jerome Williams, Bill Qualls, and Thaddeus Spratlen.

Gail Ayala Taylor | Williams Spratlen (WQS) Multicultural Mentoring Award of Excellence



AMA Special Interest Group (SIG) Awards

Consumer Behavior SIG Rising Star Award

Luca Cascio Rizzo



Consumer Behavior SIG Research in Practice Award

- Wendy De La Rosa,
- Stephanie M. Tully
- Xin (Shane) Wang
- Jiaxiu He
- David J. Curry
- Jun Hyun (Joseph) Ryoo



Consumer Behavior SIG Lifetime Achievement Award

Barbara Kahn



Entrepreneurial Marketing SIG Gerald E. Hills Best Paper Award

- Gordon Liu
- Teck-Yong Eng
- Sachiko Takeda



Entrepreneurial Marketing SIG EMSIG/GRCME Abdul Ali Promising Research Award

- Wesley Friske
- Michael Obal
- Todd Morgan



Global Marketing SIG Excellence in Research Award

- Katharina Petra Zeugner-Roth
- Adamantions Diamantopoulos
- Vesna Zabkar



Interorganizational SIG Lifetime Achievement Award

James C. Anderson



AMA Special Interest Group (SIG) Awards (Continue)

Marketing and Society SIG Lifetime Achievement Award

Cliff Shultz



Marketing and Society SIG Emerging Scholar in Marketing and Society Award

Srinivas Venugopal



Marketing Communications SIG Innovations in Marketing Communications Award

- Sean Sands
- Alexander Kull
- Marisabel Romero
- Lisa Monahan
- Hannah Chang
- Anirban Mukherjee
- Amitava Chattopadhyay
- Jun Hyun (Joseph) Ryoo



Marketing Communications SIG Emerging Scholar in Marketing Communications

Mansur Khamitov



Marketing Research SIG Donald R. Lehmann Award

- Shunyuan Zhang
- Dokyun Lee
- Param Singh
- Tridas Mukhopadhyay
- Runners up
 - Georgia Liadeli,
 - Francesca Sotgiu
 - Peeter W J Verlegh



Marketing Research SIG Gil Churchill Award

Praveen K. Kopalle



AMA Special Interest Group (SIG) Awards (Continue)

Marketing Research SIG V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing

Zhenling Jiang



Marketing Strategy SIG Varadarajan Award for Early Contributions to Marketing Strategy Research

Abhishek Borah



Selling and Sales Management SIG Lifetime Achievement Award

Andrea Dixon



Marketing Strategy SIG Vijay Mahajan Award

Werner Reinartz



Selling and Sales Management SIG Sales Teacher of the Year

Tim Butler



Marketplace Simulations Innovation in Marketing Education Award

- Stefanie Boyer
- Finalist: Veronica Jiang



Practitioner Awards

4 Under 40 Emerging Leaders Award

Honors individuals who have already made significant contributions to the field of marketing and its subfields, and have demonstrated leadership and continuing service. The program is highly selective, with 4 individuals selected annually.

- **Drew Brucker, Marketing Executive & AI Consultant**
- **Vannesia Darby, Digital Marketing Manager, Shondaland and CEO, MOXIE Nashville**
- **Lauren Heath, Marketing Director, Informa Engage**
- **Rui Yang, Marketing Strategy Lead, Novartis and Adjunct Professor of Marketing, Stern School of Business, New York University**



Chapter Excellence Awards

Recognizes and rewards excellence in AMA professional chapter leadership and operations.

Chapters Of The Year

- **Gold: Cincinnati**
- **Silver: Houston**
- **Bronze: Omaha**
- **Turn-It-Up: Charlotte**

Excellence Awards

- **Leadership Excellence: Toronto, Lincoln, Chicago**
- **Finance Excellence: Atlanta, Lincoln, Toronto**
- **Membership Excellence: Washington DC, Hawai'i, Chicago**
- **Programming Excellence: Atlanta, Chicago, Washington DC**
- **Communications Excellence: Washington DC, New Jersey, Chicago**
- **Community Outreach Excellence: Lincoln, Atlanta, Nashville**

Special Merit Awards

- **Leadership Special Merit: Hawai'i, Madison, Nashville, Washington DC**
- **Finance Special Merit: Washington DC, Nashville, Chicago, Kansas City**
- **Membership Special Merit: San Antonio, Toronto, DFW**
- **Programming Special Merit: Wichita, Lincoln, San Antonio, Triangle, Nashville**
- **Communications Special Merit: Nashville, Toronto, Triangle, Hawai'i, Wichita, Madison**
- **Community Outreach Special Merit: Toronto, Triangle, Washington DC, Chicago, Hawai'i, Boston**
- **Platinum Club of Continuing Excellence: Atlanta, Chicago, Cincinnati, Houston, Triangle**



Practitioner Awards (Continue)

Higher Education Marketer of the Year Awards

Recognizes individuals and teams who show extraordinary leadership and achievement in the field of higher education marketing and are brought to you by the AMA Foundation and its founding sponsor Lipman Hearne.

- **Jamie Ceman, Formerly Vice President of Strategic Marketing and Communications at Chapman University | AMA Foundation Higher Education Marketer of the Year**
- **Oklahoma State University | AMA Foundation Higher Education Marketing Team of the Year**



Ric Sweeney Chapter Volunteer of the Year Award

Honors AMA professional chapter leaders whose contributions have added significantly to the AMA's goals.

Suzanne Buzek | AMA Cincinnati



Student Scholarships and Awards

The AMA Foundation awards collegiate scholarships to student marketers who are making an impact on their campus and in their community. We believe in empowering the next generation of marketers who will make an impact for good and help make our industry more diverse. The AMA Foundation awarded \$33,400 in scholarships during the 2023-2024 school year. Fourteen students from thirteen different schools received scholarships ranging from \$1,000 to \$5,000.

AMA Foundation Diversity Leadership Scholarship

Awarded to student leaders who serve others, inspire greatness and achieve remarkable things through empowerment and action. Students must be a member of one of the following underrepresented groups: American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or other Pacific Islander.

- **Jovany Guillen Castillo, Montana State University, Bozeman**
- **Shreya Mocherla, University of Pittsburgh**
- **Nica Marie Gumban, University of Tennessee, Knoxville**
- **Hannah-Mia Hinds, Emerson College**
- **Sadikshya Shrestha, Eastern Michigan University**
- **LaTroya Nelson, University of Maryland Global Campus**



EBSCO Student Scholar Award

Presents tuition scholarships to exceptional marketing students involved in developing their marketing skills on and off campus, including demonstrating leadership within their AMA collegiate chapter.

- **Aleisha Dutton, Montana State University, Bozeman**
- **Emma Hendrix, Marian University**
- **Gracie Hughes, University of Wisconsin - Whitewater**



E.G. Chingos

Funds collegiate memberships in the AMA and AMA New York Chapter for third- and fourth-year undergraduate students majoring in marketing at four New York colleges and universities.



Student Scholarships and Awards (Continue)

Lee Epstein Scholarship

Supports talented undergraduate students with a passion for marketing in the tri-state area of New York, New Jersey, or Connecticut.

- **John Tucci, Hofstra University**
- **Arianna Wiltsie, Messiah University**



Robert DeLay Social Impact Scholarship

Awarded to student members who have made a positive impact in their local, regional or large community.

- **Kylin Rosnick, Chatham University**
- **Rachel Lee, University of Pennsylvania**



Stryker Buonocristiano Scholarship

Supports talented undergraduate students from diverse backgrounds and with broad skill sets who have a common desire to pursue a career in marketing.

Ngoc Quynh Nhu Le, University of Houston-Downtown



Collegiate Competitions

AMA offers collegiate members numerous opportunities throughout the academic school year to seamlessly transition theory into practice by competing against other schools! AMA Competitions elevate students' readiness for the job market as they showcase skills in front of industry leaders and peers on a national stage.

Collegiate Case Competition

This academic year-long competition brings together top marketing students to work on a business challenge submitted by a sponsoring organization. The case sponsor will provide a detailed marketing problem and is looking to gain the perspective of AMA students as they develop a marketing strategy in this nationally recognized competition.

Winners (Sponsored by the Sheth Foundation)

- **Julie Fensel, Phoebe Leung, Bonnie Li, Sophia Zhang and Samuel Zhu from University of Pennsylvania**



Marketing Week Competition

This online competition allows AMA Collegiate Chapters to showcase their career opportunities in marketing and highlight the benefits of AMA membership through programming on their campus.

- **1st Place: Universidad del Sagrado Corazon**
- **2nd Place: University of South Florida**
- **3rd Place: California State University - Fullerton**



Website Competition

This online competition is one of our most valuable competitions, as your chapter's website is one of the most important communication tools for your chapter members and the public at large.

- **1st Place: Montana State University**
- **2nd Place (Tie): North Carolina State University and Missouri State University**



Collegiate Competitions (Continue)

Best Recruitment Video Competition

This online competition allows AMA Collegiate Chapters to produce a video that can be shared on their chapter's website or social media platforms, aimed at enticing prospective members to join their chapter.

- **1st Place: University of Wisconsin - Whitewater**
- **2nd Place: Pace University - New York City**
- **3rd Place: Florida State University**



Best Social Impact Video Competition

This online competition allows AMA Collegiate Chapters to create a video to be posted on their chapter website, social media or a client's website to help create excitement around a social cause.

- **1st Place: Pace University - New York City**
- **2nd Place: University of Houston - Main**
- **3rd Place: University of Wisconsin - Whitewater**



Sales Competition

This in-person competition takes place at the AMA International Collegiate Conference (ICC). It is an ideal opportunity to compete one-on-one against other marketing students and test your ability to close a sale!

Sponsored by Sherwin Williams

1st Place

- **Matthew Riehle, Marian University**
- **Hezekiah Chatelain, Southeastern Louisiana University**
- **Gracie Hughes, University of Wisconsin - Whitewater**

2nd Place

- **Kristen Chatham, California State University - Chico**
- **Brandon Gradzki, Pace University - New York City**
- **Claire Labecki, University of Wisconsin - Whitewater**

3rd Place

- **Natalie Blickensderfer, Lipscomb University**
- **Gabrielle Mahoe, Southern Utah University**
- **Stephanie Ruiz, The University of Texas - Arlington**



Collegiate Competitions (Continue)

Perfect Pitch Competition

This in-person competition takes place at the AMA International Collegiate Conference (ICC). It is a 90-second interview in which you position yourself as being “right for the job.” The end goal is to move forward to the next step in the hiring process.

Sponsored by Insight Global

1st Place

- Adam Hvitfeldt-Matthews, Virginia Commonwealth University
- Mara Cruz, University of Puerto Rico - Rio Piedras

2nd Place

- Mohamed Turay, Virginia Commonwealth University
- Christiane Anton, Palm Beach Atlantic University

3rd Place

- Jack Craiker, Virginia Commonwealth University
- Kyle Hill, Texas State University



Marketing Strategy Competition

This in-person competition takes place at the AMA International Collegiate Conference. It will challenge your team of two's wit, speed and presentation skills. You will receive a marketing challenge brief 30 minutes before your presentation time, and you will use your knowledge and experience to quickly present a case solution.

Sponsored by Deloitte

1st Place

- Sammi Yang & Grace Yu, Carnegie Mellon University

2nd Place

- Anmol Dash & Gabriella Gibson, University of Pennsylvania

3rd Place

- Lauren Buonomo & James Funk, Saint Joseph's University



Instagram Highlight Reel Competition

This in-person competition takes place at the AMA International Collegiate Conference. Students are asked to produce an engaging and informative Instagram reel highlighting your chapter's experience at the conference.

University of Houston - Main



Collegiate Competitions (Continue)

Marketplace Simulations Competition

This in-person competition takes place at the AMA International Collegiate Conference. It will put you at the helm of your own marketing department for an up-and-coming niche bicycle industry. You will compete against other schools, putting your skills to the test to become the industry leader!

Sponsored by Marketplace Simulations

- **1st Place: Florida International University**
- **2nd Place: Xavier University of Louisiana**
- **3rd Place: Bryant University**



Chapter T-Shirt Competition

This in-person competition takes place at the AMA International Collegiate Conference. Collegiate Chapters are encouraged to design a chapter T-shirt that represents their chapter or University spirit. All chapters participating in this competition must bring one sample t-shirt to be on display, and students attending ICC will have the opportunity to vote for their favorite t-shirt.

Sponsored by Memberpromos.com

- **1st Place: Arizona State University**
- **2nd Place: Pace University - New York City**
- **3rd Place: University of South Florida**



Design Lab Marketing Competition

This in-person competition will take place at the AMA International Collegiate Conference (ICC). The Design Lab Marketing Challenge will be a two-hour engaging session in which teams compete against each other as they design and create a two-page creative marketing strategy plan.

Sponsored by Downtown Development District

- **1st Place: Lipscomb University**
- **Runner Ups (Tie): Texas Woman's University and California State University - Long Beach**





AMERICAN MARKETING
ASSOCIATION

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AMA.org

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