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**Milestones: 1937 to 2014**

**International Expansion**

**1947: First Canadian chapter** formed in Toronto as 21st AMA professional chapter

**2010:**  **International Expansion Initiatives** - Launched AMA international membership offering for marketing professionals outside North America, formed alliances with several large international marketing associations, co-sponsored international marketing conferences.

**2012: China Government Group Agreement -** Engaged by China Training Center for State Administration of Foreign Expert Affairs (TCSAFEA) to develop certification program for mainly senior marketers at China State Owned Enterprises

**2013: Opened AMA China Office** - With opening of office in Shanghai, launched website in Mandarin ([AMAChina.org.cn](http://www.AMAChina.org.cn)) and began development of local offerings for marketing professionals in China.

**2013: Formed China Advisory Council** - Includes CMOs at leading multi-nationals and private Chinese companies in China as well as senior marketing academicians at top universities in China. Provide AMA with advice and counsel on AMA strategies and initiatives in China market.

**2013: Launched Marketing Leaders’ Summit in Shanghai** – First major conference in China, launched in collaboration with Fudan University School of Management, featured international and local speakers and roundtable discussions on key marketing topics for 200 attendees.

**2013: Opened AMA Chapter in Mexico City –** First professional chapter outside of North America.

**2014: AMA Marketing Conference in Europe** – AMA, European Marketing Academy (EMAC) and Erasmus University joint conference in Rotterdam. Invitation event for 150 senior business leaders, marketers and academics held at the University’s Marketing Innovation Center.

**Association, Membership and Chapter Expansion**

**1937: AMA formed** from merger of NATM and AMS.

**1940: Membership & chapters** reach 817 members and 11 professional chapters

**1948: First student chapter** starts up at University of Illinois

**1958: Formation of AMA councils** representing professional chapters, student chapters and market researchers

**1999:** **Hired New CEO** - Dennis Dunlap comes aboard after 24 years with Leo Burnett Co and 10 years with RR Donnelley & Sons.

**2012: 75th Anniversary Celebration** – AMA leadership hosts evening gala event with many former board chairs and spouses in attendance.

**Marketing Leadership and Services Expansion**

**1936: Journal of Marketing’s first issue** published by National Association of Teachers of Marketing (NATM) and American Marketing Society (AMS).

**1964: First issue of Journal of Marketing Research** is published

**1966: First Doctoral Consortium** is held for the best and brightest doctoral students and their faculty members.

**1976: First issue of Marketing News magazine** is published which remains key member benefit

**1979: First collegiate marketing conference** is held and is today largest annual AMA conference with 1,000-1,200 attendees

**1986: AMA published first issue of Marketing Research magazine** which was changed to Marketing Insights magazine in 2012

**1990: AMA purchases Journal of Public Policy & Marketing**

**1992: American Marketing Association Foundation** formed to champion the marketing profession by encouraging excellence and investing in marketing that benefits society.

**1994: AMA launches its own association website**

**1999:** **AMA launches online job board** – Unparalleled recruiting source with over 40,000 marketers accessing job postings annually. Offering video content, expert columns and a monthly enewsletter. **2000:** **Launched AMA Marketing Boot Camp** - Two-day training event for marketers with AMA instructors.

**2000:** **Launched AMA web portal** ([marketingpower.com](http://www.marketingpower.com)) – Provides access to robust content for all member segments and selective content for non-members.

**2000: AMA launched digital publications** – Offering current and archived issues of AMA journals

**2001:** **Developed AMA Professional Certified Marketer (PCM)** - First marketing certification offering with study materials and exam for assessing core marketing knowledge of early career marketers.

**2002:** **Launched AMA Webcast Series -** Conduct +100 webcasts annually with subject experts on various marketing related topics.

**2005:** **Created AMA Training Series** - One-two day training events on various marketing topics with AMA instructors in key markets across North America. **2006:** **Launched AMA Mplanet -** First AMA marketingindustry conference produced in collaboration with Wharton School of Business and McKinsey. Over 1,000 marketing leadersgathered for insights from top CEOs and CMOs on topical marketing agenda.

**2009:** **Second AMA Mplanet -** As with 2006 event, more than 1,000 marketing professionals attended industry conference with marketing thought leaders discussion on “Navigating the New Marketsphere.” Partners included Wharton and Bain Consulting.

**2010:** **Introduced first AMA Virtual Conference** - Full-day online event including general and breakout sessions as well as virtual exhibit hall. Over 5,000 registered for event from more than 100 countries.

**2011:** **Launched Learning Management System** - Digital platform for marketing certification offering and online eLearning courses with certificates.

**2013: Introduced Two New Major Conferences** - Annual Marketing Conference and Analytics Conference. **2013: Formed Marketing Advisory Council –** A fifth AMA council formed to provide input on key strategies and programs for marketers, AMA’s large member segment.

**2013: Re-launched AMA website** – As [www.ama.org](http://www.ama.org) with new graphic design, improved information and search capability.