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**About the American Marketing Association**

The American Marketing Association (AMA) was established in 1937 by visionaries in marketing and academia. Today, the AMA has grown to be one of the largest marketing associations in the world, with more than 30,000 members who work, teach and study in the field of marketing across the globe. As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics.

The AMA is constantly innovating and evolving, helping to shape the field as well as keep abreast of the changing global marketplace to help our members excel in their careers. No other organization provides more ways for marketers and academics to connect with the people and resources they need to be successful.

**Publications**

The American Marketing Association publishes a variety of magazines, journals and e-newsletters directed to both practitioners and academics. Considered leaders in their respective fields, these publications provide readers with leading-edge ideas, strategic thinking and practical solutions to challenges facing marketers.​

* *Marketing News*
* *Marketing Insights*
* *Marketing Health Services*
* *Journal of Marketing*
* *Journal of Marketing Research*
* *Journal of International Marketing*
* *Journal of Public Policy & Marketing*
* A variety of e-newsletters

**Events and Educational Opportunities**

The American Marketing Association hosts a broad range of [conferences](https://www.ama.org/events-training/Conferences), [trainings](https://www.ama.org/events-training/Training), and [virtual events](https://www.ama.org/events-training/virtual-events) for marketers, researchers and academicians in all stages of their careers. By engaging an international cohort of leading [faculty](https://www.ama.org/events-training/events-faculty), [speakers and instructors](https://www.ama.org/events-training/events-faculty), the AMA is able to keep members at the forefront of marketing practice. A sampling of upcoming events, include:

* **American Marketing Association’s 2014 Annual Conference**: Inspired Marketing (9/30-10/2) - The nation’s best marketing minds inspire with rich content and expert insights.
* **2014 Summer Marketing Educators Conference** (8/1-8/3) - the AMA’s largest academic conference for marketing scholars, faculty, and doctoral students.
* **Webinar: Make Your Website More Effective at Driving Marketing Leads with Customer Persona-Based Design** (8/28) - led by technology staffing and consulting leader Eliassen Group.
* **Brand ManageCamp** (9/18-9/19) - a marketing conference for attendees to generate fresh ideas brands need to survive.

**Membership**

The AMA offers six types of membership opportunities, designed for individuals at every stage of their career. Membership includes participation in one of more than 70 chapters in North America.

* Professional
* Group
* Young Professional
* Doctoral
* International
* Student

For more information contact: [membership@ama.org](mailto:membership@ama.org) or (312) 542-9000