



Open your mind ... Be inspired ... Learn to market in **color!**

Marketers give great brands color. This certificate program from the Philadelphia Chapter of the American Marketing Association can help you add color to your brand's experience.

The program features a series of six sessions in cooperation with The Haub School of Business at Saint Joseph's University. Each session combines academics with practical, real-world experiences to provide you the tools needed to succeed in today's competitive professional environment.

Starting with an opening session on strategic planning and wrapping up with a key session on execution and ROI, this 6-session program is the essential toolkit marketers can use to drive their day-to-day responsibilities.

Participants who successfully complete the requirements for the program will receive an official certificate of completion from PAMA and Saint Joseph's University.

REGISTER NOW
SPACE IS LIMITED

FULL PROGRAM PRICING

- ✓ \$950 for members/SJU alumni
- ✓ \$1195 for non-members

Register by August 26, 2011 to receive a \$75 discount.

INDIVIDUAL SESSION PRICING

- ✓ \$250 for members/SJU alumni
- ✓ \$295 for nonmembers

Call 267-287-8497
or visit AMAPhilly.org

Registrants of the full program who are unable to attend a scheduled session during the Fall 2011 program will be allowed to attend the same session of the next scheduled program.



for full details on each session,
please visit AMAPhilly.org

“The Certificate Program allowed me, as a professional in the industry, the opportunity to refresh my skills, learn new things, and interact with my peers on a whole new level.”

Angela Buchanico, Sr. Director,
Creative & Integrated Marketing
University of the Sciences in Philadelphia

WHAT YOU'LL LEARN

- ✓ The fundamentals of creating and executing a marketing strategy.
- ✓ How to develop a marketing plan that considers product, price, place & promotion
- ✓ How to use over 20 different pricing formulas, schemes, and methodologies
- ✓ Understand how place (channels, distribution, logistics) brings it all together
- ✓ How to engage your target customer using traditional and social media.
- ✓ Best practices and techniques for determining your performance.

WHO SHOULD ATTEND

- ✓ Marketing professionals, business managers and entrepreneurs who want to master the components of strategic marketing.
- ✓ Experienced marketers who want to brush up on their skills and learn new strategies in today's internet connected world.

BENEFITS OF THE PROGRAM

- ✓ Invest in your career
- ✓ Refresh your marketing skills
- ✓ Learn leading edge techniques
- ✓ Interact with your peers
- ✓ Capture insights you can take back and apply on the job immediately
- ✓ Have fun!

**EARN YOUR
CERTIFICATE
IN
MARKETING
EXCELLENCE**



SCENES FROM A SESSION OF THE 2010-11 CERTIFICATE IN MARKETING EXCELLENCE PROGRAM

Earn a Certificate in Marketing Excellence



PAMA/SJU Marketing Certificate Program

All sessions are 8:00 A.M. to 4:00 P.M. at Saint Joseph's University, Haub Executive Center, 5th Floor, McShain Hall, 5600 City Line Ave., Philadelphia, PA 19131

Session 1: September 23, 2011

Strategic Planning

A process for creating value for your customers, employees, owners and community.



Learn how to define and measure the various dimensions of value and how to make sure that your firm has a purpose. Understand how to “think strategically,” how to identify and organize the firm’s resources and exploit opportunities and respond to threats in the environment, and how to recognize the key issues of strategy implementation.

Instructor: John B. Lord, Ph.D.

Session 2: September 30, 2011

Product and Brand Management

Love your product, love your brand: Finding the sweet spot in a crowded marketplace.



Find out about new techniques for uncovering what customers really want, building a brand portfolio, and delivering maximum value to your customers. Learn the strategic fundamentals of a marketing plan as it relates to product and the “4 Ps” in marketing.

Instructor: Diane Phillips, Ph.D.

Session 3: October 21, 2011

Pricing Strategies

Price your way into the market, not out of it!



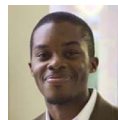
Review over 20 different pricing formulas, schemes and methodologies and learn which ones are applicable for your business. Attendees will learn about pricing strategies like price premium, reservation price and percent good value, price elasticity demand, optimal pricing and linear and constant demand.

Instructor: Neill Crowley

Session 4: October 28, 2011

Distribution and Channel Strategies

Hidden in plain sight: How better marketers see their 4th P.



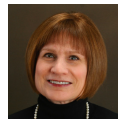
You’ve got the product, price, and promotion. Yet, you may not understand how place (channels, distribution, and logistics) brings it all together? Learn how the 4th P can help your company sustain its vitality in the marketplace.

Instructor: Brent Smith, Ph.D.

Session 5: November 11, 2011

Promotions and Communications Strategies

Create the right media mix to tell your brand story effectively.



Discover how to set clear communication objectives to engage your target customer using traditional and social media.

You’ll cover how to identify the best form of media to tell your brand story. In addition, the application of the next generation of “new media” to all brands brands will be highlighted.

Instructor: Kim Richmond

Session 6: November 18, 2011

Execution and Marketing ROI

We have a metric for that! Track and measure your market performance.



Learn how to prioritize different ROI formulas and measure ROI. Formulas and applications for over 20 different marketing metrics will

be discussed, including customer profitability, gross margin return on investment, return on sales, economic profit, net present value, internal rate of return, and return on marketing investment.

Instructor: Neill Crowley

“The course is taught to professionals who are looking to learn. I have been in the workforce for quite some time so to have a class help me refine my efforts is extremely valuable.”

Karen Reitano, Marketing and Events Coordinator
AREUFIT Health Services, Inc.



Check Out the Video on the Certificate in Marketing Excellence Program

“After each session, I took away at least one valuable insight or strategy that I implemented as soon as I got back to the office. I especially recommend this program to someone who has been in the industry for several years and is in search of inspiration and motivation.”

Lori Braden, Vice President of Strategic Marketing
Pennsylvania Institute of CPAs

CONTACT US   

Philadelphia Chapter of the American Marketing Association (PAMA)
c/o Seamless Events, Inc.
P.O. Box 1155, Havertown, PA 19083
267-287-8497 | info@AMAPhilly.org