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**Professional Marketing Group Announces Fall Dates for
“Certificate in Marketing Excellence” Program
with Saint Joseph’s University**

**6-session program in Strategic Marketing combines academics,
case studies and hands-on workshop for high-value professional development**

Philadelphia, PA (July 18, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the Greater Philadelphia region – recently announced the dates of the second “Certificate in Marketing Excellence” program, a series of six strategic marketing strategy sessions in cooperation with Saint Joseph’s University’s Haub School of Business.

September 23, 2011	Strategic Planning
September 30, 2011	Product and Brand Management
October 21, 2011	Pricing Strategies
October 28, 2011	Distribution and Channel Strategies
November 11, 2011	Promotions and Communications Strategies
November 18, 2011	Execution and Marketing ROI

The Certificate Program offers area marketers in-depth, hands-on sessions for mastering the various components that go into effective strategic planning. Each session combines academics with practical, real-world experiences to provide marketers the tools needed to succeed in today’s competitive professional environment.

“The PAMA/SJU Certificate in Marketing Excellence program was an amazing investment in my career,” says Lori Braden, vice president of Strategic Marketing at the Institute of CPAs and certificate recipient of the Winter/Spring 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.”

“We are thrilled with the success of the inaugural program, further demonstrating how this academic-best practices-workshop format is ideal for today’s busy marketing professional,” says Michael Solomon, Ph.D., director of the Center for Consumer Research at Saint Joseph’s.

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“We look forward to working with the Philadelphia Chapter of the American Marketing Association and the area organizations that continue to demonstrate marketing excellence in delivering this certificate program.”

Discounted Pricing for Early Registrants

Participants who successfully complete the requirements for the program will receive an official certificate of completion from PAMA and SJU. Marketers who register (and pay) for the full program by August 26 will receive the discounted price of \$875 (AMA members and SJU alumni) or \$1,120 (non-members and non-alumni). After that date, the full program cost will be \$950 (AMA members and SJU alumni) or \$1,195 (non-members/ non-alumni).

Additionally, marketers seeking to sharpen their skills within any of the specific topics can register on an *a la carte* basis to attend individual sessions. The registration fee for each individual session is \$250 (AMA members and SJU alumni) and \$295 (non-members/non-alumni).

For more details or to register, visit <http://www.amaphilly.org>, call 267-287-8497 or email info@amaphilly.org.

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching and development of marketing worldwide.

With over 500 student, emeritus and professional members today, PAMA represents a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org

About Saint Joseph's University's Haub School of Business

The Haub School is an international AACSB-accredited institution in business and accounting offering programs at the bachelor's, master's and executive master's levels. Both the undergraduate and graduate programs are included in the *U.S. News & World Report* “America’s Best Colleges” 2012 edition. The Haub School has been recognized by the Aspen Institute as one of the Top 100 business schools in the world in its 2010-2011 edition of *Beyond Grey Pinstripes* for its leadership in integrating ethical issues into its graduate business curricula. The

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school was recently named one of the nation's top business schools in the Princeton Review's "The Best 300 Business Schools" and most recently recognized by Beta Gamma Sigma, the honor society for AACSB-accredited institutions, with its Silver Chapter Award.

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