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**American Marketing Association
Offers Marketing Planning Boot Camp
April 5-6 in Fort Washington, PA**

Philadelphia, PA (March 17, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – is announcing a Marketing Planning Boot Camp that will provide the foundation for creating dynamic marketing plans. The program, produced by the American Marketing Association (AMA), will be led by Greg W. Marshall, a Charles Harwood Professor of Marketing and Strategy at the Crummer Graduate School of Business at Rollins College. The acclaimed Boot Camp will be held on April 5 and 6 at DeVry University, 1140 Virginia Drive in Fort Washington, PA. Registration can be completed by visiting <http://www.amaphilly.org>. The registration fee for AMA members is \$700, and \$860 for non-members.

Boot campers at this event will learn why a marketing plan must effectively fit in with the overall business planning process and how to ensure it does so. Upon completion of the camp, attendees will have the tools and confidence to begin doing marketing plans in their own organization.

“The ability to effectively develop the elements of a marketing plan is a critical success factor for marketing professionals, business managers, and entrepreneurs,” said Craig Barton, PAMA president.

During the program, attendees will work with peers in a small group setting under close supervision of a marketing plan development expert. With coaching from Marshall, each group will create a marketing plan for a specific case study company. Each team will then present highlights of their plan to the class and will receive constructive suggestions, critique, and feedback. Takeaways from the event will include how to effectively create and apply situation and competitor analysis, how to segment, target and position marketing strategies and how to use metrics to monitor plan success.

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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.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area, including southern New Jersey and northern Delaware. 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.

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