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Date Changes For Marketing Excellence Certificate Program 1st Session now held November 12 @SJU in Phila

Philadelphia, PA (October 21, 2010) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional marketing association for marketers, educators and students across the Greater Philadelphia region – has changed the dates of the new “Certificate in Marketing Excellence” program, a series of six sessions in cooperation with The Haub School of Business at Saint Joseph’s University (SJU).

Session 1 of 6, titled The Strategic Planning Process, will now be held on **November 12, 2010** at SJU in Philadelphia. The new dates for the other five sessions are as follows:

- New Product Development and Brand Management - **Friday, December 17, 2010**
- Strategic Pricing – **Friday, January 21, 2010**
- Distribution and Channel Management – **Friday, February 11, 2011**
- Promotion and Marketing Communications – **Friday, March 4, 2011**
- Implementation, Evaluation and ROI - **April Date - TBD**

The Certificate Program offers area marketers, who are responsible for the strategic or tactical execution of an organization’s products and services, 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. Participants will have the opportunity to apply these concepts in the development of an actual marketing plan for “Coaches vs. Cancer of Philadelphia” during the workshop portion of each session. “Coaches vs. Cancer of Philadelphia” is part of the “National Coaches vs. Cancer” program created in 1993 by the American Cancer Society and the National Association of Basketball Coaches (NABC). The program exists to leverage the strength, community leadership and celebrity of our country’s basketball coaches to fight cancer. SJU Basketball Coach Phil Martelli will deliver the kickoff address for the program.

“We are excited to be able to offer this type of professional development program that combines the academics of a quality institution like Saint Joseph’s University with real-life experiences of some of the area’s top executives in an affordable, cost-effective manner,” said Michael Solomon, director of the Center for Consumer Research, Haub School of Business, Saint Joseph’s University. “We are thrilled to work with the Philadelphia Chapter of the American Marketing Association to deliver this program. Each module will provide an unbeatable combination of solid conceptual foundations and best practices, coupled with a hands-on experience that attendees will be able to apply when they return to their jobs on Monday morning.”

Participants who successfully complete the requirements for the program will receive an official certificate of completion from PAMA and SJU. Attendees have the option to attend each session *a la carte* or pay a discounted price for the full certificate program. Marketing professionals throughout the Greater Philadelphia area and the Mid-Atlantic region are expected to attend each session; register today to reserve a seat.

The registration fee is \$175 for each session for American Marketing Association (AMA) members and SJU alumni and \$225 for non-members/non-alumni. The bundle cost for the full program is \$750 for AMA members and SJU alumni before October 31 and \$825 after October 31. The bundle cost for non-member/non-alumni is \$900 before October 31 and \$975 after that date.

Register online at <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

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” 2011 edition. The Haub School has been recognized by the Aspen Institute as one of the Top 100 business schools in the world in its 2009-2010 edition of *Beyond Grey Pinstripes* for its leadership in integrating ethical issues into its graduate business curricula. The school was recently named one of the nation's top business schools in the Princeton Review's “The Best 301 Business Schools” and recognized by Beta Gamma Sigma, the honor society for AACSB-accredited institutions, with the Gold Chapter Award.

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