

# American marketing association

[Business](#), [Marketing](#)



The AMA or as there are known the American Marketing Association are the leading organization for marketers. The AMA is the most widely accepted, and reliable resource for marketers and academics. They are the most credible marketing resource where you can stay current in the knowledge of marketing, training, marketing tools, enhance learning of valuable information and connections. The AMA is an innovative and evolving behemoth that is shaping the field of the ever-changing global market to help their members to excel in their careers.

As stated on their website as their mission is " Our principle role is to serve as a forum to connect Like-minded individuals and foster knowledge sharing, provide resources, tools and training and support marketing practice and thought leadership around the globe. " The official definition of marketing approved by the board of directors of AMA is " Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. " You see marketing is a very creative in the fact that marketing isn't just advertising or selling.

There are many different gears that make marketing into a lucrative business. Because of this fact marketing requires a lot of management. So learning management is one of the responsibilities of being a marketer. Though the best part to learning marketing is that being educated in marketing can increase your employment opportunities.