

PROFESSIONAL CERTIFIED MARKETER HANDBOOK

Morgan International Candidates

American Marketing Association



Professional Certified Marketer



Table of Contents

Overview and Benefits

About the PCM® Program	3
Purpose and Use of PCM® Certification	3
Benefits of PCM® Certification	4

Eligibility and Requirements

Education and Experience	5
Exam	5
Ethics	5

Steps to Certification

Review the PCM® Handbook	6
Prepare for the Exam	6
Submit Your Application	7
Take the Exam	7
Recertify	9

Maintaining Your Certification

Earning Continuing Education Credits	10
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Appendixes

Appendix A: PCM® Body of Knowledge	12
Domain 1: Ethical Issues Affecting the Marketplace	13
Domain 2: Strategic Marketing	13
Domain 3: Understanding & Targeting the Marketplace	13
Domain 4: Value Creation	14
Domain 5: Value Capture	14
Domain 6: Value Delivery	15
Domain 7: Marketing Communication	15
Domain 8: Marketing Evaluation	16
Appendix B: AMA Statement of Ethical Norms and Values	17
AMA Contact Information	19

Overview and Benefits

Thank you for your interest in the American Marketing Association's Professional Certified Marketer (PCM®) program.

This handbook provides all the information you need to understand the process of becoming a certified marketing professional. Please familiarize yourself with this handbook and read each section carefully before applying to the program.

If you have any questions, please feel free to contact us at pcmi@ama.org. The AMA looks forward to welcoming you as a Professional Certified Marketer!

About the PCM® Program

American Marketing Association PCM® certification is a career-long commitment that demonstrates to current and potential employers, peers and clients that you have mastered core marketing knowledge and principles. It also shows your dedication to staying current in the marketing field and upholding the highest professional standards.

You can earn the PCM® designation by satisfying the 4 E's: proof of formal **education** and professional **experience**, successful completion of a certification **exam**, and adherence to a code of **ethics**.

Unlike *certificate* programs offered by colleges, universities and training centers, a *certification* is not intended to teach new information but, rather, to measure an individual's knowledge and application of the skills needed for professional practice.

The PCM® program is open to AMA members and nonmembers; however, if you're not a member, we encourage you to join and benefit from all that AMA offers.

Purpose and Use of PCM® Certification

PCM® certification shows that the holder has demonstrated a mastery of the marketing knowledge base and, through maintenance of certification, is committed to staying informed of new developments in the marketing field.

PCM® certification is voluntary. Organizations or individuals incorporating this certification as a condition of employment or advancement do so of their own volition. Individuals should determine for themselves whether attaining certification, including meeting the eligibility and recertification requirements, when coupled with any other requirements imposed by individuals or organizations, meets their needs and complies with any applicable laws.

PCM®-certified professionals proudly display their certificates and use the "PCM" credential on business communication as a visible indication of this significant professional achievement.

Benefits of PCM® Certification

Attaining PCM® certification indicates that you have met strict criteria established by the AMA and offers a number benefits:

- Heightens your marketability and provides differentiation from others in the marketing talent pool
- Demonstrates your commitment to staying abreast of the latest marketing knowledge and practices
- Indicates that you operate under the highest professional standards
- Allows you to use the PCM® credential and logo for public recognition of your professional achievement
- Serves as a benchmark of your career accomplishments and as a roadmap for professional development going forward



I am proud to have achieved the designation of Professional Certified Marketer from AMA — the leading organization for marketers. The PCM® designation not only complements one's educational background, but also showcases a tireless effort to master the science and art of marketing."

Saj Khan, MBA, PCM



About the American Marketing Association

The American Marketing Association is one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field. Being a member gives you access to a vast body of marketing knowledge, high-quality training programs, the latest tools and tactics, exposure to leading-edge thinking, and opportunities to interact with marketing peers around the world.

For additional information about AMA memberships, visit international.ama.org.





Eligibility and Requirements

Education and Experience

To be eligible for PCM[®] certification, you must meet certain educational and professional experience requirements before applying. You must have either:

A bachelor's degree (or global equivalent) and 2 years of professional marketing experience

or

A master's degree (or global equivalent) and 1 year of professional marketing experience

If you meet the education and experience requirements above and your application is approved, you must pass the PCM[®] certification exam in order to become PCM[®]-certified.

Exam

If you do not yet meet the experience requirement, you may sit for the PCM[®] certification exam; however, you will not become officially certified until proof of eligibility is submitted and approved by the American Marketing Association. Upon passing the exam, you will have up to 4 years to meet the experience requirement. Please submit proof of eligibility statements to pcmi@ama.org.

Ethics

You will be prompted at exam registration to read the AMA Statement of Ethical Norms and Values, indicating you agree with the terms. To be eligible for PCM[®] certification, you must adhere and be committed to ethical and professional conduct. You may also be asked to re-verify your adherence at the testing center prior to starting your exam.

Steps to Certification

This section outlines the steps you must take to apply for, earn and maintain the PCM[®] credential.



1 Review the PCM[®] Handbook

Before beginning the PCM[®] certification process, please review this handbook in its entirety to ensure that you meet the eligibility requirements and are willing and able to make the necessary commitments to earn and maintain certification.

2 Prepare for the Exam

The AMA PCM[®] Learning System provides a full-study solution for candidates preparing for the exam, covering all testable content and closely addressing all 8 domains of knowledge. Upon registration, PCM[®] candidates will have access to a Participant Handbook containing content on the 8 domains of knowledge:

- Domain 1: Ethical Issues Affecting the Marketplace
- Domain 2: Strategic Marketing
- Domain 3: Understanding & Targeting the Marketplace
- Domain 4: Value Creation
- Domain 5: Value Capture
- Domain 6: Value Delivery
- Domain 7: Marketing Communications
- Domain 8: Marketing Evaluation

For more information on the AMA PCM[®] Learning System, please visit the Morgan International website: <http://www.morganintl.com/pcm/>.

3 Submit Your Application*

To apply to the PCM® program, you must submit an online application. To access the application, visit <http://www.takemytest.com/AMA>.

If you provide the required information and meet the eligibility requirements, your application will be approved within 3 business days. At that time, you will receive an “Authorization to Test” email. That email will provide the information you need to schedule your 3-hour exam. Once your application has been approved, you will have 90 days to complete the exam at a Pearson VUE testing site (see below for details on testing windows and sites).

The fee for the application and exam is \$300 for AMA members and \$500 for non-members. After entering all required data on your application, the system will contact your card issuer to confirm the charge will be honored and may temporarily place a hold for that amount. However, your credit card will be charged only when the application is approved

For AMA membership benefits and fees, please visit international.ama.org.

***Please note:** *The American Marketing Association randomly audits a percentage of exam applications. Candidates randomly selected for an audit will be notified by e-mail. If you are selected for an audit, you must be able to officially document the required professional marketing work experience and/or educational degrees. Eligibility can be verified with a copy of an academic transcript or a resume with a job description that satisfies the requirement.*

Failure to comply with an audit results in the candidate’s application being denied. Applications may be denied or certifications revoked for any of the following reasons:

- *Falsification of work experience or other information on the exam application*
- *Misrepresentation of work experience or other information on the exam application*
- *Violation of testing procedures*
- *Violation of the AMA Statement of Ethical Norms and Values*

4 Take the Exam

Scheduling Your Exam and Testing Windows

Upon submitting your application, an authorization-to-test email will tell you the first and last dates you may take the exam. It is up to you to make an appointment to take the exam in that time frame. As a reminder, once your application has been approved, you will have 90 days to complete the exam at a testing site. Exam appointments may be made up to one business day in advance. Locations are available on a first-come, first-served basis.

To search for a testing location and current testing windows, please visit <http://www.pearsonvue.com/ama/>.

After you schedule your exam, you will receive a confirmation email from our test partner Pearson VUE listing your exam date, your exam time, the address and phone number of the test center, and directions to the test center.



Keep in mind that testing windows vary and may be limited. Be sure to check the most up-to-date testing windows in your area at [pearsonvue.com/ama](http://www.pearsonvue.com/ama).

Test Security

All candidates are required to present two forms of valid ID, one “primary” with a photo and signature, and one “secondary” with a signature. The name on the IDs must match the name of the registered candidate.

Exam Structure and Format

A brief tutorial on how to use the computer-based testing system will be available on the Pearson VUE website to familiarize candidates with the process. Candidates will have 3 hours in one sitting to complete the exam. The PCM® certification exam consists of 150 multiple-choice questions. Each question contains 5 choices, only one of which is the correct or best answer. You will have the ability to go back and review or change your responses to all questions before submitting your PCM® exam for scoring. Calculators may be used but are not provided.

Post-Exam Survey

Candidates will be asked to complete an optional post-exam survey in order to provide continuous improvement.

Scoring and Passing

After completing the examination, the test center administrator should hand you your unofficial results.

If you successfully pass the PCM® examination, you will receive a certificate and lapel pin in the mail within several weeks. We encourage you to display your certificate, wear your pin and use the PCM® designation as a symbol of your achievement. You are also permitted to use the letters “PCM” after your name in business correspondence (for example, Johann Pasion, PCM).

If you score below the passing score of 80 percent, you will not pass the PCM® exam; however, you will receive official confirmation of the result from the AMA.

In that case, we hope you will choose to take the examination again. You may do so beginning in the next testing window and upon payment of the retesting fee. You do not need to reapply. Please visit <http://www.pearsonvue.com/ama/> for future testing windows.

If you have any questions, please feel free to contact us at pcmi@ama.org.



Earning PCM® certification represents the highest standard of achievement for a marketer. When clients see the PCM® credential, it gives them the assurance that they are working with a marketer who is highly educated, experienced and ethical.”

Scot Squires
Marketing Strategist

5 Recertify

Please note that certified candidates will need to register for an AMA account to record continuing education units (CEUs).

To maintain the PCM® certification, AMA requires that you pursue ongoing marketing education and growth, and that you recertify every 3 years.

Please read through the following paragraphs for details on continuing education and the PCM® recertification process.

Certified candidates are required to complete 40 units of continuing education every 3 years (**each unit represents approximately 1 hour of activity**). These hours may be accumulated in multiple ways, including attending seminars, writing articles and participating in other activities that contribute to your professional growth and to the industry as a whole.

Certified candidates are encouraged to pursue continuing education units (CEUs) through a variety of sources. Examples of sources and the maximum allowed per each 3-year cycle are listed below. They include:

- Self-Directed or Online Coursework (e.g., online learning/eLearning; webinars): 25 units
- Instructor-Led Coursework (e.g., university coursework; instructor-led training): 25 units
- Conferences and Seminars (e.g., instructor-led seminars; conferences on marketing-specific or leadership content): 20 units
- Speaking and Instruction (e.g., teaching a course at a university or outside of your workplace; presenting at a conference): 10 units
- Research and Publishing (e.g., publishing a paper, journal article or book): 10 units
- Annual AMA Membership: 1 unit

To learn more about joining the AMA, please visit <http://international.ama.org/>. If you have additional questions about CEUs, please contact pcmi@ama.org.

Maintaining Your Certification

Earning Continuing Education Credits

To maintain your certification, you are required to complete 40 units of continuing education every 3 years (each unit represents approximately one hour of activity). These hours may be accumulated in multiple ways, including attending seminars, writing articles and participating in other activities that contribute to your professional growth and to the industry as a whole.

You are encouraged to pursue your continuing education units (CEUs) through a variety of sources. These include:

Maximum Allowable Units within the 3-Year Renewal Period

Self-Directed or Online Coursework	25 Units
Instructor-Led Coursework	25 Units
Conferences and Seminars	20 Units
Speaking and Instruction	10 Units
Research and Publishing	10 Units
Annual AMA Membership	1 Unit

Note: Hours tallied do not include time not spent on the actual activity — i.e., in travel, breaks, networking, pre-work or setup.

All CEU activities must contribute to your proficiency and professional growth.

Self-Directed or Online Coursework (individual study)

25-unit maximum per 3-year cycle; 1 unit is awarded for each physical hour of continuing education. Links to some of the activities that the AMA offers are listed below with their respective categories. Non-AMA activities do count toward your CEUs, but all activities must contribute to your proficiency and professional growth.

- eLearning courses, including **AMA's NEW eLearning Courses** » Coming Soon!
- Webcasts, including **AMA Webcasts**
- Video conferences and events
- Podcasts, including **AMA Podcasts**
- Research articles to expand your understanding of the discipline, including **AMA Journals**

Instructor-Led Coursework (group programs)

25-unit maximum per 3-year cycle; 1 unit is awarded for each physical hour of continuing education

Activities include:

- College and university courses
- Instructor-led training or workshops
- Instructor-led online courses

Conferences and Seminars

20-unit maximum per 3-year cycle; 1 unit is awarded for each physical hour of continuing education

- Instructor-led seminars
- Conferences on specific marketing disciplines
- Thought leadership conferences

Speaking and Instruction

10-unit maximum per 3-year cycle; 1 unit is awarded for each physical hour of instruction.

Activities include:

- Teaching a course/leading a workshop outside of your workplace
- Teaching a course at a university
- Making a presentation at an industry conference

Research and Publishing

10-unit maximum per 3-year cycle; 1 unit is awarded for each physical hour of continuing education. Content must contribute to the advancement of the discipline or contribute to professional growth.

Activities include:

- Publishing a paper in a journal or periodical (newsletters are not eligible)
- Writing and publishing a book on a marketing topic
- Co-authoring an article or text
- Developing courses that support the goal of CEUs



I am really looking forward to marketing myself with the PCM® credential. As a marketer, it's wonderful to be recognized in the industry as a professional who has mastered core knowledge and principles. I'm excited to see what this will do for me professionally!"

Angela Ten Clay
*Senior Marketing Specialist,
TMG Financial Services*

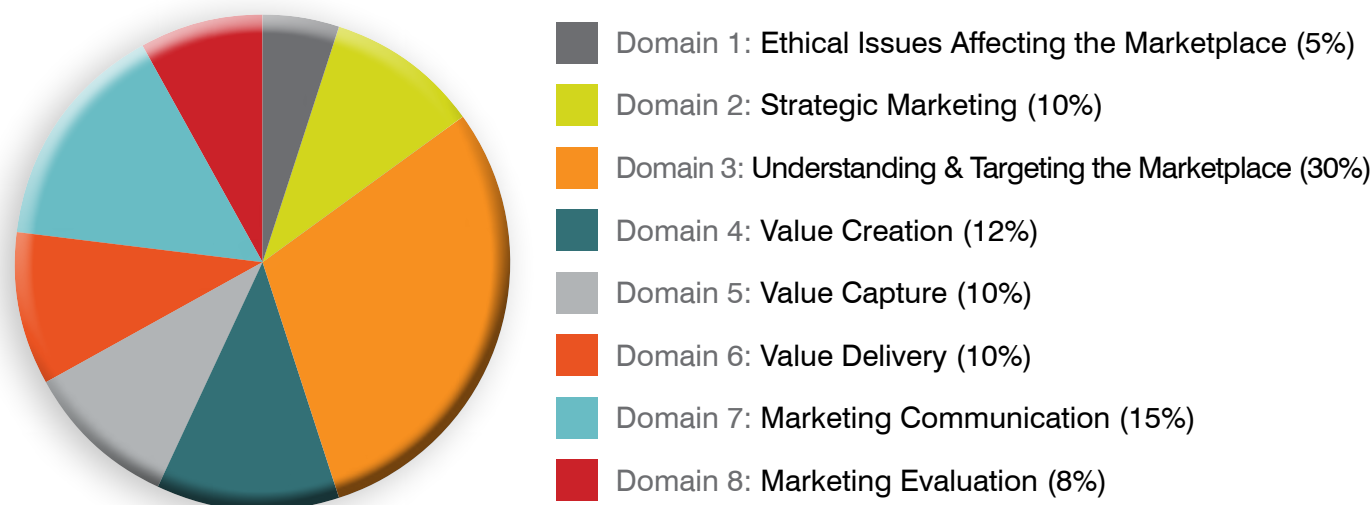
Appendixes

Appendix A: PCM® Body of Knowledge

A Professional Certified Marketer must demonstrate mastery of a broad range of marketing principles, which may extend beyond those that he or she applies on an everyday basis.

The PCM® certification exam was developed around the PCM® Body of Knowledge, a comprehensive outline of core concepts from across the entire marketing profession. The PCM® Body of Knowledge and exam content are reviewed regularly to ensure they are consistent with current marketing practices.

Outlined below are the eight major content areas, or domains, of the PCM® Body of Knowledge. Indicated in parentheses after each is the approximate percentage of the test devoted to that domain.



Under each domain are several topics and learning objectives. See the “Steps to Certification” section (pages 6–8) for information about preparing for the exam.

Please note that the questions from each content area will be randomly placed throughout the test, not in the order they appear in this section.

Appendix A, continued

Domain 1: Ethical Issues Affecting the Marketplace (5%)

Marketing Ethics

- Identify the ethical values marketers should embrace
- Know the AMA Statement of Ethical Norms and Values
- Understand the process of making ethical marketing decisions and their impact on consumers
- Distinguish between ethics and social responsibility
- Describe how ethics can be integrated into a firm's marketing strategy

Domain 2: Strategic Marketing (10%)

Marketing Fundamentals

- Define the role of marketing in organizations
- Describe how marketers create value for a product or service
- Understand why marketing is important, both within and outside the firm
- Understand the importance of relationship management as a part of marketing

Marketing Planning

- Discuss the importance of understanding a company's business, mission, vision, and values in setting strategic goals and objectives for success
- Describe the elements of a strategic marketing plan, from planning, through implementation, to metric-based evaluation
- List the steps an organization uses to develop a strategic marketing plan

Marketing Analysis

- Understand the techniques used in making marketing strategy decisions
- Analyze a marketing situation using SWOT analysis
- Outline how customers, the company, competitors, and channel partners affect marketing strategy
- Explain why macro environmental forces are important in making marketing decisions

Domain 3: Understanding & Targeting the Marketplace (30%)

Consumer Behavior

- Articulate the steps in the consumer buying process
- Describe the difference between functional and psychological needs
- Understand the various control and risk factors that affect information search
- Discuss post-purchase outcomes
- Understand the psychological and social/cultural factors that affect the behavior of buyers as they go through the consumer decision process
- Describe how the consumer decision making process can be influenced by varying levels of consumer involvement

Business-to-Business Marketing

- Describe the ways in which business-to-business (B2B) firms segment their markets
- Understand the B2B buying process
- Understand the key differences between B2B and B2C marketing
- Identify the different roles within the buying center

Appendix A, *continued*

Global Marketing

- Understand the factors that aid in the growth of globalization
- Understand the methods used to assess the attractiveness of global markets
- Discuss the various strategies used to effectively enter into global markets
- Highlight the similarities and differences between a domestic marketing strategy and a global marketing strategy

Segmentation Targeting and Positioning

- Discuss the different techniques and methods for segmenting markets
- Describe how firms determine whether a segment is attractive and therefore worth targeting
- Articulate the difference among various targeting strategies
- Define brand positioning and value proposition
- Describe how firms develop value propositions to build a brand utilizing positioning techniques and strategies

Marketing Research

- Understand and describe the marketing research process
- Summarize the differences between secondary data and primary data
- Describe the various secondary data sources
- Describe the various qualitative and quantitative primary data collection techniques, and analyze the advantages and disadvantages of each method
- Examine the circumstances under which collecting information on consumers is ethical

Domain 4:

Value Creation (12%)

Branding and Packaging Decisions

- Explain the various components of brand equity
- Develop an understanding of brand strategy and the various types of branding strategies used by firms
- Distinguish between brand extension and line extension
- Indicate the advantages of a product's packaging and labeling strategy

Products and Services

- Describe the different groups of adopters articulated by the diffusion of innovation theory
- Explain the various stages involved in developing a new product or service
- Describe the various product life cycle concepts
- Identify types of consumer products
- Explain the difference between a product mix's breadth and a product line's depth
- Describe how the marketing of services differs from the marketing of products
- Discuss the four gaps in the Service Gap Model
- Understand the various dimensions related to service quality
- Explain the zone of tolerance
- Discuss the strategies and tactics companies use to recover from bad service experiences

Domain 5:

Value Capture (10%)

Pricing Concepts and Methods

- Understand the various principles and techniques used by firms to set their prices
- Understand the variety of pricing orientations considered by firms when setting prices

Appendix A, continued

- Explain price elasticity and inelasticity
- Describe how to calculate a product's break-even point
- Describe the various types of competitive pricing
- Describe the forecasting terms used to determine demand
- Describe the difference between various pricing strategies
- Describe the legal and ethical issues related to pricing that have the potential to deceive customers

Domain 6:

Value Delivery (10%)

Supply Chain and Channel Management

- Define supply chain management and the role of logistics in supply chain management
- Describe the flow of merchandise and the flow of information in the supply chain
- Describe the strategies used in managing supply chains and marketing channels

Retailing and Multichannel Marketing

- Discuss the factors manufacturers should consider as they develop their strategy for working with retailers
- Understand the various levels of distribution intensity
- Describe various types of retailers and the benefits and challenges for each type of retailer
- Identify the benefits and challenges of multichannel retailing

Domain 7: Marketing

Communication (15%)

Integrated Marketing Communications

- Understand the principles of communication and strategies used to effectively communicate
- Explain the four steps in the AIDA model

- Describe the various traditional integrated marketing communication channels
- Recognize the challenges and opportunities associated with communicating to various cultural and social target segments
- Explain the various ways used to allocate the IMC budget

Advertising, Public Relations, and Sales Promotion

- Describe the steps in designing and executing an advertising campaign
- Understand various objectives of advertising
- Describe the different ways that advertisers appeal to consumers
- Identify the various types of advertising media
- Identify agencies that regulate advertising
- Describe the elements of a public relations toolkit
- Identify the various types of sales promotions

Direct Marketing and Customer Relationship Management

- Understand the variety of methods used in Direct Marketing, and the advantages and disadvantages of each method
- Understand the use of data in segmenting target markets for Direct Marketing and Customer Relationship Management programs
- Recognize the various legal and ethical issues related to Direct Marketing

Interactive Marketing: Internet/Social Media

- Recognize and describe the newer and emerging communication channels within integrated marketing communications, and their relationship with traditional IMC tactics
- Identify the various types of interactive marketing vehicles and their advantages and disadvantages

Appendix A, *continued*

- Identify the various types of social media, their advantages and disadvantages, and their role in IMC
- Recognize the various legal and ethical issues related to Interactive and Social Media Marketing

Personal Selling and Sales Management

- Define the steps in the personal selling process
- Describe the key functions involved in managing a salesforce
- Describe the ethical and legal issues in personal selling

Domain 8:

Marketing Evaluation (8%)

Marketing Metrics

- Identify marketing metrics used to measure integrated marketing communications (IMC) success
- Discuss the principles and techniques used to track and measure the success of a marketing plan
- Understand the economic and accounting principles related to profitability and profit/loss analysis
- Understand the role of marketing metrics in the ongoing evaluation of business and marketing planning

Appendix B: AMA Statement of Ethical Norms and Values

Preamble

The American Marketing Association commits itself to promoting the highest standard of professional ethical norms and values for its members (practitioners, academics and students). Norms are established standards of conduct that are expected and maintained by society and/or professional organizations. Values represent the collective conception of what communities find desirable, important and morally proper. Values also serve as the criteria for evaluating our own personal actions and the actions of others. As marketers, we recognize that we not only serve our organizations but also act as stewards of society in creating, facilitating and executing the transactions that are part of the greater economy. In this role, marketers are expected to embrace the highest professional ethical norms and the ethical values implied by our responsibility toward multiple stakeholders (e.g., customers, employees, investors, peers, channel members, regulators and the host community).

Ethical Norms

As Marketers, we must:

Do no harm. This means consciously avoiding harmful actions or omissions by embodying high ethical standards and adhering to all applicable laws and regulations in the choices we make.

Foster trust in the marketing system. This means striving for good faith and fair dealing so as to contribute toward the efficacy of the exchange process as well as avoiding deception in product design, pricing, communication, and delivery of distribution.

Embrace ethical values. This means building relationships and enhancing consumer confidence in the integrity of marketing by affirming these core values: honesty, responsibility, fairness, respect, transparency and citizenship.

Ethical Values

Honesty — to be forthright in dealings with customers and stakeholders. To this end, we will:

- Strive to be truthful in all situations and at all times.
- Offer products of value that do what we claim in our communications.
- Stand behind our products if they fail to deliver their claimed benefits.
- Honor our explicit and implicit commitments and promises.

Responsibility — to accept the consequences of our marketing decisions and strategies. To this end, we will:

- Strive to serve the needs of customers.
- Avoid using coercion with all stakeholders.
- Acknowledge the social obligations to stakeholders that come with increased marketing and economic power.
- Recognize our special commitments to vulnerable market segments such as children, seniors, the economically impoverished, market illiterates and others who may be substantially disadvantaged.
- Consider environmental stewardship in our decision-making.

continued »

Appendix B, *continued*

Fairness — to balance justly the needs of the buyer with the interests of the seller. To this end, we will:

- Represent products in a clear way in selling, advertising and other forms of communication; this includes the avoidance of false, misleading and deceptive promotion.
- Reject manipulations and sales tactics that harm customer trust. Refuse to engage in price fixing, predatory pricing, price gouging or “bait-and-switch” tactics.
- Avoid knowing participation in conflicts of interest. Seek to protect the private information of customers, employees and partners.

Respect — to acknowledge the basic human dignity of all stakeholders. To this end, we will:

- Value individual differences and avoid stereotyping customers or depicting demographic groups (e.g., gender, race, sexual orientation) in a negative or dehumanizing way.
- Listen to the needs of customers and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
- Make every effort to understand and respectfully treat buyers, suppliers, intermediaries and distributors from all cultures.
- Acknowledge the contributions of others, such as consultants, employees and coworkers, to marketing endeavors.
- Treat everyone, including our competitors, as we would wish to be treated.

Transparency — to create a spirit of openness in marketing operations. To this end, we will:

- Strive to communicate clearly with all constituencies.
- Accept constructive criticism from customers and other stakeholders.
- Explain and take appropriate action regarding significant product or service risks, component substitutions or other foreseeable eventualities that could affect customers or their perception of the purchase decision.
- Disclose list prices and terms of financing as well as available price deals and adjustments.

Citizenship — to fulfill the economic, legal, philanthropic and societal responsibilities that serve stakeholders.

To this end, we will:

- Strive to protect the ecological environment in the execution of marketing campaigns.
- Give back to the community through volunteerism and charitable donations. Contribute to the overall betterment of marketing and its reputation.
- Urge supply chain members to ensure that trade is fair for all participants, including producers in developing countries.

Implementation

We expect AMA members to be courageous and proactive in leading and/or aiding their organizations in the fulfillment of the explicit and implicit promises made to those stakeholders. We recognize that every industry sector and marketing sub-discipline (e.g., marketing research, e-commerce, Internet selling, direct marketing, and advertising) has its own specific ethical issues that require policies and commentary. An array of such codes can be accessed through links on the AMA website. Consistent with the principle of subsidiarity (solving issues at the level where the expertise resides), we encourage all such groups to develop and/or refine their industry and discipline-specific codes of ethics to supplement these guiding ethical norms and values.

American Marketing Association



Professional Certified Marketer

If you have additional questions after reviewing this handbook, please contact us.

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