Marketing

**American Marketing Association (AMA):** The American Marketing Association (AMA) is the largest marketing association in North America and is the source that Marketers utilize daily.

**Sales & Marketing Executives International (SMEI):** Sales & Marketing Executives International (SMEI) is the worldwide organization dedicated to connecting individuals in the sales and marketing arenas.

**eMarketing Association (eMA):** The eMarketing Association (eMA) is the world’s largest international association of eMarketing professionals, providing resources and services to the marketing community.

**Word of Mouth Marketing Association (WOMMA):** WOMMA is the official trade association dedicated to word of mouth and social media marketing. WOMMA’s membership is made up of the most innovative companies committed to progressing the word of mouth marketing industry through advocacy, education, and ethics.

**The National Association of Sales Professionals (NASP):** Since 1991, The National Association of Sales Professionals (NASP), has been committed to developing Sales professionals to become leaders, enhancing visibility, in the quick-changing sales world.

**The American Advertising Federation (AAF):** The American Advertising Federation (AAF), the nation’s oldest national advertising trade association, and the only association representing all facets of the advertising industry. The AAF’s membership is comprised of nearly 100 blue chip corporate members comprising the nation’s leading advertisers, advertising agencies, and media companies; a national network of nearly 200 local federations, representing 40,000 advertising professionals, located in ad communities across the country; and more than 200 AAF college chapters, with over 6,500 student members.