

AMA Intellectual Agenda 1.0



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Purpose

The "Next AMA" Intellectual Agenda 1.0 serves as a "big tent" source of guidance and inspiration for Omni-channel content that is both theoretical and applied knowledge. Its aim is to provide actionable insights, frameworks, tools, and resources.

This is meant to be a living document to evolve along with the organization and the needs of the Marketing community.

The IA Core Team, Board Ad Hoc Advisors, members of the Academic Council, Marketing Advisory Council and Marketing Insights Council have provided key input and direction around this Intellectual Agenda.

Constituencies

Audiences:

We focus on (1) the professional growth and development of the individual marketer in growth-driven enterprises, primarily Middle-market enterprises \$50m-\$1b; (2) the marketer's peer on the sales team with whom an integrative and positive relationship can elevate the enterprise's overall sales and marketing effectiveness, and (3) supporting the academician's needs as researchers and teachers; inspiring their content development; and popularizing their intellectual contributions.

The customer is to include both B2B and B2C.

The aforementioned users represent the *Design Target* for the AMA, however the *Strategic Target* for the AMA Community also includes undergraduate students, senior business leaders, policy makers, and related stakeholders.

Content Strategy Statements and Desired Behaviors:

Core content strategy statement DT Marketer Practitioner: In the Next AMA Community, we grow membership and member satisfaction by helping to advance, inform, and connect marketers and sales professionals with relevant experiences and knowledge that enhances their professional growth and allows them and their enterprises to outperform.

Desired Behaviors:

- ✓ Enlightened Initiate: To assume the role of "Marketing Maven," to share and comment on AMA content, to evangelize around the latest and greatest content from the AMA, to recommend to colleagues and to incorporate and apply toolkits and templates to their current business/marketing solutions.
- ✓ Marketing Maestro: To seek out knowledge to insure they are "staying current" on best and next practices. To use their more senior positions in their firms to deploy best and next practices in marketing programs; as well as marketing staff training and development. To use their more senior role in their enterprise to facilitate field research, externships, and provide access to data for the Academy. To also participate in knowledge generation as a contributor.
- ✓ Sales Champion: To view Marketing as key to the sales management discipline. To actively seek growth in their knowledge base and connection with marketing function in order to leverage opportunities to drive revenue.

Core content strategy statement DT Academic Researcher: In the Next AMA Community, we enrich the experience and member satisfaction by providing resources that inspire and support academic researchers, facilitating their creation of managerially relevant content and providing the channels to publish and promote their intellectual contributions.

Desired Behaviors:

- ✓ Applied Academic To create managerially relevant research and content that enhances practice/industry. To inspire and attract their very best work for submission to JM, JMR, JIM and JPPM. To create excellent instructional content that enhances teaching practices. To inspire and motivate their engagement in Summer AMA, Winter AMA and MPPC academic conferences, and finally to see value in devoting their time to engaging with the AMA as a choice not a requisite.

Content Strategy

“Seven Big Problems” Providing Content Context:

1. Effectively Targeting High Value Sources of Growth
2. Role of Marketing in the Firm and the C-Suite
3. The Digital Transformation of the Modern Corporation
4. Generating & Using Insight to Shape Marketing Practice
5. Dealing with an Omni-Channel World
6. Competing in Dynamic, Global Markets
7. Balancing Incremental and Radical Innovation

Content Orientation:

- Evergreen – Trending – Frontier

Editorial Approach:

- More curation, less creation
- Thought leadership: leverage journals, academics
- Tone & Voice: authoritative, accessible, varied
- Multimedia, social, mobile, deep data, interactive
- Current, relevant, encyclopedic

Signature Content Elements:

1. “Scholarly Insights:” journal research distilled for marketers
2. “Best vs. Next Practices:” what’s emerging
3. “What – So What – Now What” summary format
4. Special reports & Surveys (40 under 40, Salary Survey)

Challenges to successful implementation:

- Resources, technology and effective project management

Intellectual Capital for Use by Academics

1. E-Newsletter distribution of most current & relevant journal research and classroom discussion topics
2. Externships for academic researchers to be “embedded” within marketing enterprises
3. Introductions and access to growth-driven enterprises for data and C-suite dialogue
4. Online resource center for teaching materials, archived lectures, syllabi to be provided to university instructors
5. E-mail links to topical, relevant AMA content for academics to supplement teaching materials

Conclusion

The Intellectual Agenda 1.0 endeavors to provide meaning, direction and context to AMA's thought leadership efforts

One AMA Brand, One AMA Community in order to be both a *source of pride* and valued as *essential to marketing practitioners and academics* is predicated on four tenets.

- They like me
- They are like me
- We are stronger together
- They are slightly above or ahead of me

The AMA's competitive positioning for thought leadership: “more useful, more current and smarter.”

Content Taxonomy & Monthly Production Targets

Topic	Target Amount
Strategy	8
Branding	8
Customer Experience	6
Career	6
Sales & Marketing	6
Digital	6
Research	4
Data & Analytics	4
Innovation	3
Mobile	3
Advertising	3
Marcom	2
IOT	2
MarTech	1
Global	1
Totals	63

Planning and group-wide collaboration:

- Year-out content calendar provides visibility into production planning

ASSISTANCE GRATEFULLY ACKNOWLEDGED

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