

Show Your Value

Become a Professional Certified Marketer!

Being a top marketer means continually enhancing your skills as well as highlighting your accomplishments. The American Marketing Association's **Professional Certified Marketer (PCM™)** program gives you a tangible, convenient way to do both.

You can earn the PCM™ designation by passing a comprehensive exam covering the key areas of marketing.

Developed with input from hundreds of marketing experts, the PCM™ program meets strict national professional certification criteria and standards for excellence in marketing.

Getting certified can advance your marketing career by:

- **Demonstrating your expertise.** Professional Certified Marketer is a concrete measure of your experience and your command of marketing concepts and processes. It adds an important credential to your resume.
- **Building your credibility.** The PCM™ designation tells clients and employers that you are motivated, knowledgeable and committed to quality—valuable assets to any team.
- **Distinguishing you as an industry leader.** Certification shows that you stay current in your work and promote high standards in the marketing field.
- **Expanding your knowledge.** In preparing for the PCM™ exam, you'll cover all aspects of marketing, including the latest trends and best practices.

It's easy to become a Professional Certified Marketer.

- AMA designed the PCM™ program with busy professionals in mind. Our **convenient online format** allows you to complete the process as your schedule permits.
- With **cost-effective** application and test fees, PCM™ offers tremendous value. And AMA members save 30% (discount also available to non-AMA members who join the AMA when they apply for certification).
- PCM™ is available to **marketers at all levels** who meet basic educational and professional criteria.

PCM Professional Certified Marketer
An American Marketing Association Program



“The PCM designation has enhanced my credibility as a marketing professional among my peers and in the marketplace.”

For complete program details, visit www.MarketPower.com/pcm or call 800.AMA.1150.

