

## American Marketing Association Web Search

Almost all career pathways have a professional organization they are affiliated with. The most well-known in the marketing world is the American Marketing Association (AMA). Their website is full of articles, trends, webcasts, podcasts, career information and other marketing information for the world of marketing!

Your job today is to act like an undercover agent. You will click through the AMA website <http://www.marketingpower.com/Pages/default.aspx> and see what you can find related to the following topics:

- Marketing Trends
- Job Searching (electronic resumes/interviewing)
- Networking
- Services offered to AMA members

Be ready for the following discussion points:

- How could I use this website in class?
- How could I use this website in my DECA competition prep?
- How could I use this website in my job search?
- As I enter the world of professional marketing, how could I use this website?

We will discuss our findings with a partner, then as a whole class.