

August 2012
FOR RELEASE

AMA JOINS MASB INITIATIVE TO DEVELOP A COMMON MARKETING LANGUAGE

MASB's Common Language Project is entering an exciting new phase as the American Marketing Association takes an active role in moving the project forward. AMA's Nancy Pekala has joined Dr. Paul Farris of the University of Virginia's Darden School of Business as co-leader of this important initiative.

The objective of the project is to eliminate ambiguity in marketing terminology within organizations and across the marketing industry by establishing common language for marketing activities and metrics. The team is using Wikipedia as a repository for this growing list of marketing terms and metrics.

To become more transparent and accountable, it is ever more important for marketing to add precision to its common language. The growing list of terms with links to the Wikipedia entries can found on the Marketing Accountability Standard Board's web site (<http://www.themasb.org/common-language-project/>), a valuable new resource for practitioners and academics and students of marketing. The AMA's online dictionary (<http://www.marketingpower.com/layouts/Dictionary.aspx>) also contains links to the Wikipedia entries.

About MASB

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body where marketing & finance align on measurement for reporting, forecasting and improving financial returns from buyers in markets short-term and over time . . . operating exclusively for charitable, educational, scientific, and literary purposes . . . a 501 (c) (3) non-profit.

###

If you would like more information about this topic or to schedule an interview, please call or email Paul Farris.

Contact: Paul W. Farris
Tel. 434.924.0524
Email: FarrisP@darden.virginia.edu

website: www.theMASB.org | contact: info@theMASB.org