



MARKETING

Professional Organizations:

[American Marketing Association \(AMA\)](#)
[Central VA American Marketing Association \(CVAAMA\)](#)
[Council for Advancement and Support of Education \(CASE\)](#)

Events & Training:

[UVA Center for Leadership Excellence classes](#)
[American Marketing Association \(AMA\) events](#)
[AMA webcasts & podcasts](#)
[Association of Strategic Marketing webinars & online training events](#)
[CASE conferences & training](#)
[eduWeb conference](#)
[EDUniverse conferences](#)
[College Media conference](#)
[ONLC Training Center classes](#)

Education & Certifications:

[Graduate Certificate in eMarketing \(UVA SCPS\)](#)
[Adobe InDesign Classes - Beginner & Intermediate \(PVCC\)](#)
[PhotoShop Classes - Beginner & Intermediate \(PVCC\)](#)
[AMA Professional Certified Marketer \(PCM\) Program](#)
[Community Scholar \(UVA SCPS\)](#)
[ONLC Training Centers Adobe Certification \(Charlottesville\)](#)

Independent Learning:

Publications:

[AMA Publications](#)
[AMA Case Studies](#)
[AMA Research Reports](#)
[AMA E-newsletters](#)

Books:

[Journal of Marketing for Higher Education](#)
[Marketing Higher Education: Theory and Practice](#)
[The Anatomy of Buzz](#) by Emanuel Rosen
[The New Rules of Marketing and PR](#) by David Meerman Scott
[The Tipping Point: How Little Things Can Make a Big Difference](#) by Malcolm Gladwell

Social Media:

[AMA Facebook](#)

[AMA LinkedIn](#)

[AMA Twitter](#)

[Central VA AMA LinkedIn](#)

[Central VA AMA Twitter](#)

[CASE Facebook](#)

[CASE LinkedIn](#)

Other Resources:

[AMA Academic Career Resources page](#)

[CASE Publications](#)

[Higher Ed Marketing Blog](#)

[EDUniverse](#)

[Higher Education Marketing](#)

[Converge Consulting](#)

On-the-job Resources:

Mentoring:

[Management Mentors](#)

[National Mentoring Partnership](#)

[Center for Creative Leadership \(CCL\) mentoring information](#)

[Bringing People Together mentoring information](#)

[Virginia Mentoring Partnership](#)

[Free Management Library](#)

Job Shadowing:

[Careers Out There](#)

["The Job Shadow Knows: Try on a Career Before You Commit"](#)

[About.com "Job Shadowing is Effective On-the-Job Training"](#)

[Success Mentor Education Inc. "Top 7 Questions to Ask on a Job Shadow Interview"](#)

Informational Interviews/Networking:

[My UVA Career](#)

["Mastering the Informational Interview" \(NY Times\)](#)

["What is an Informational Interview Anyway?" \(U.S. News & World Report\)](#)

[Informational Interviewing: The Neglected Job Search Tool](#)

["How Does an Informational Interview Work?"](#)

360 degree feedback:

[UVA Center for Leadership Excellence: Leadership Consulting, 360 Degree Feedback custom insight: "What is 360 Degree Feedback?"](#)

[American Psychological Association "Do 360 Evaluations Work?"](#)

[Sigma Assessment Systems: Best Practices in 360 Degree Feedback](#)

[About.com: "Sample Questions for 360 Reviews" by Susan M. Heathfield](#)

[SkillSoft: 360-degree Performance Appraisal](#)