

INDUSTRY-RECOGNIZED MARKETING CREDENTIAL NOW AVAILABLE

Help DECA members prove their readiness for the dynamic world of marketing with an industry-recognized certification. As a leader in marketing education and research, the American Marketing Association (AMA) offers premier certifications for marketing professionals. In partnership with AMA, DECA now provides students with a clear approach to earning a credential aligned to DECA's marketing pathway and competitive events program.

By earning the AMA Associate in Marketing Management Certificate, DECA members demonstrate their ability to apply key marketing concepts in real-world scenarios, giving them a competitive edge in the job market.

The Certificate validates students' understanding of foundational marketing topics, including:

- Ethical marketing
- Value propositions
- Product differentiation
- Market research

ELIGIBILITY:
This certificate is available to DECA members who earn a score of 70% or higher on the DECA Marketing Cluster Exam at the association or international level. This is an opportunity to help turn achievement into an industry-recognized credential.

ACCESSING THE CREDENTIAL:
Chartered Associations and Chapter Advisors may purchase certificates for eligible members via DECA's membership portal marketplace for a fee of $25 per certificate.

A discounted fee of $10 per certificate is available to Chartered Associations that purchase credentials for all eligible members.

DECA members receive both a certificate and a digital badge that can be shared with colleges, employers, and scholarship committees and placed on social media profiles.

For questions contact
membership@deca.org

Learn how to purchase your certificate and digital badge

DECA