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The Measure of a Marketer: Analyzing the Value of Certification in Direct Marketing

Kaitlin T. Gallucci

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The Measure of a Marketer

Analyzing the Value of Certification in Direct Marketing

Kaitlin T. Gallucci

May 2010
Marketing

Professor Harvey Markovitz
Marketing Department

TO THE PACE UNIVERSITY PFORZHEIMER HONORS COLLEGE:

As thesis advisor for Kaitlin Gallucci,

I have read this paper and find it satisfactory.



Thesis Advisor

May 10, 2010

Date

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Chapter 1

Précis

Certification in marketing is a recent up-and-coming trend in the field, emerging only in the last 2 decades. While Bachelor's and Master's degrees have reached a level of popularity at which they are nearly taken for granted – a prerequisite for any professional position – certification programs have entered the educational scope. Typically concise in nature (unlike a college degree), often not requiring training for more than a few months, these programs have positioned themselves as a way to gain skills and knowledge, and add value to one's resume, quickly and conveniently. However, is it effective? And furthermore, is it worth it? While there are many supporters in favor of certification, many significant issues have been raised as well. Some question whether certification tests can truly prove that one is competent or in possession of advanced knowledge. They feel that on-the-job experience is the most important educational factor. Others believe that certification programs may not be in sync with what is taught in colleges and universities. However, some professionals have recently been questioning the effectiveness of Master's programs, an argument that would support the widespread introduction of certification programs. Currently, many major marketing organizations, including the Direct Marketing Association (DMA), offer certification programs; however, do these organizations test their certification applicants based on the same standards? If not, certification is unlikely to be a reliable factor in proving one's expertise. This study focuses on certification in direct marketing in particular, which further raises the question of whether certification is more or less necessary and/or effective in this particular area. Thus, to study industry professionals' perceptions of certification in direct marketing would provide a great benefit to the field.

The hypotheses tested in this study are:

- Hypothesis 1: If the determination of standards is *not* consistent across the field, then certification will *not* enhance the perception or success of marketing professionals.
- Hypothesis 2: If standards and certification *are* well-known and respected in the field, then certification *will* enhance the perception and success of marketing professionals.

Based on the results of a survey that included responses from over 100 (predominantly direct marketing) professionals and members of the Direct Marketing Club of New York (DMCNY), the Hudson Valley Direct Marketing Association (HVDMA) and the Direct Marketing Idea Exchange (DMIX), it was found that these individuals were fairly undecided on the matter. Though they voiced many of the same issues revealed in the introductory literature review, further confirming the existence of these issues, even those who were not neutral on the topic did not appear to be convicted in their opinions. Several questions received responses that were split fairly evenly on either side. Overall, the sample seemed to be lacking in knowledge of certification programs in general. Considering the purpose of certification programs, if industry professionals are not aware of or interested in certification, it is not going to have the effect on the industry that it could.

Future studies should be conducted in order to fully recognize the potential of direct marketing certification programs and how to execute them most effectively. Direct marketing professionals are the potential students of these certification programs, but they also have the added benefit of knowing and understanding what *should* be included in such a program.

Chapter 2

Introduction

The Dawn of Marketing Certification

The intention of certifying marketing professionals began as early as 1991, when it was referred to as “an idea whose time has come.”¹ Discussion began when the American Marketing Association (AMA) created its Professional Development Program, which aimed to establish national standards in marketing and ultimately develop a certification program based on those standards. The perceived need arose as marketing appeared (and often still appears) to be frequently misunderstood, too broad and multi-functioning to manageably define. In its final form, these expected certification programs were planned to be implemented through the use of training schools/facilities and established marketing manuals, compiled and designed by a team of marketers “consisting of college-level professors, AMA administrators, marketing managers, marketing functional managers, marketers in consulting/private practice, and marketers in corporate/in-house practice.”² However, some concerns regarding the development and execution of such certification programs were noted, such as: insufficient previous undergraduate/graduate education (also caused by a lack of a recognized standardized education in the field), the inability to formally “test” marketing skills (due to the field’s being “too inexact”³), and determining who would, and should, be determining the standards by which these programs functioned.

By 1998, members of the Chartered Institute of Marketing (CIM) in the UK also recognized the lack of standardization and voted (by a 98% majority) in favor of developing a

¹ Parmerlee, David. "Certification Through Professional Development. " *Marketing Research*, 3.4. Chicago: 1991. 63-65.

² Ibid.

³ Ibid.

“chartered”/certified status in the field of marketing. The planned requirements included 35 hours of training per year for two years and, to be eligible for certification, those with non-marketing degrees must have five years’ experience in the field, while those with marketing-related degrees must have three years of relevant experience.⁴ A look at the CIM website today shows that it is offering “chartered marketing status,” or marketing certification, for CIM members who meet the requirements through its Chartered CPD (Continuing Professional Development) Program.⁵ In addition, one can view its determined “Professional Marketing Standards” on the website.⁶

SkillSoft Corporation, a provider of online training and business solutions, began providing training in 1999 for a sales and marketing certification program offered by Certified Marketing Services International (CMSI),⁷ while the AMA was developing its professional certification program. By 2000, the AMA planned to finally launch the Professional Certified Marketer (PCM) program; at this time, PCM was heralded as “the premier professional certification for marketers.”⁸ In order to qualify for the program, those with bachelor’s degrees must have four years of experience, and those with master’s degrees in marketing (or a related business field) must have to years of experience. The exam, which consists of 250 multiple choice questions and short essay questions, covers 5 main areas: legal, ethical and professional issues; relationship, information and resource management; strategic marketing process assessment and planning; marketing mix integration; and marketing evaluation.⁹

⁴ Bainbridge, Jane. "Charter status finds its mark." *Marketing*. London: 9 April 1998. 55.

⁵ The Chartered Institute of Marketing: Careers and CPD. <<http://www.cim.co.uk/cpd/home.aspx>>.

⁶ The Chartered Institute of Marketing: Marketing Standards. <<http://www.cim.co.uk/about/mktgstandards.aspx>>.

⁷ Business Editors. "SkillSoft Signs On To Become First Web-based CMSI Certification Provider For Sales And Marketing Certification." *Business Wire*. New York: 4 May 1999. 1.

⁸ “PCM Proves Your Marketing Mettle.” *Marketing News*, 34.18. Chicago: 28 August 2000. 26.

⁹ Ibid.

In mid-2001, the eMarketing Association (eMA) planned to introduce its Certified eMarketing Associate (CeMA) program throughout public high schools in Utah as an addition to its already recognized Certified eMarketer (CeM) program for professionals.¹⁰ The eMA President, Robert Fleming, said, “This is a significant event in marketing education... it is vital to ensure that the future marketers in this country are proficient in emarketing practices, techniques, and strategies... this is an unprecedented opportunity for students.”¹¹ In 2002, the eMA’s CeMA certification was made available online to college students, worldwide.¹²

In February 2004, the Association of National Advertisers (ANA) introduced its Accredited Marketing Professional program, which provided certification for marketers after completing six ANA courses. At the time, this was the only certification program that focused on business-to-client marketing;¹³ the Business Marketing Association was already offering its own Certified Business Communicator training, though it later planned to update it.¹⁴ Now there are dozens of certifications for virtually every area of the field, as well as highly specialized advanced certifications.

Certification by the Direct Marketing Association

Since 2009, the Direct Marketing Association (DMA) has enacted a program for providing certification in the area of direct marketing, giving marketers the opportunity to become Certified Marketing Professionals. The program consists of three to four days of intensive classes, which can also be taken online, totaling 16 required credits, and a diagnostic test. Credits toward certification can also be earned by attending certain other DMA events (up

¹⁰ “First E-Marketing Certification for Students to Debut in Utah Public High Schools.” *Business Wire*. New York: 22 May 2001. 1.

¹¹ “California Firm to Launch E-Marketing Certification Program in Utah.” *The Enterprise*, 30.46. Salt Lake City: 28 May 2001. 5.

¹² “Marketing Certification Now Available Online for College Students.” PR Newswire. New York: 7 March 2002.

¹³ Maddox, Kate. “ANA Program to Certify Marketers.” *B to B*, 89.2. Chicago: 9 February 2004. 3.

¹⁴ Maddox, Kate. “Help Wanted: Skillful CMO With Track Record.” *B to B*, 90.2. Chicago: 14 February 2005. 49.

to two credits), as well as through courses offered by other organizations (such as the Search Engine Marketing Professional Organization, SEMPO).¹⁵ According to the DMA, the certification program “covers all core areas of direct marketing, including strategic planning, digital marketing, social channels, creative development, database, measurement and analytics.”¹⁶ In addition, the claim is made that those certified by the DMA will be recognized *globally* as professionals and leaders in their field. To receive this certification cumulatively costs \$2,599 for DMA Members (\$2,899 for non-members).¹⁷

The DMA also provides Search Engine Marketing Certification, acquired online, which involves the completion of two “levels” which consists of 10 two-hour modules each. The application fee for this certification is \$249 for both DMA Members and non-members. To complete Level I costs (in addition to the application fee) \$999 for DMA Members (\$1,299 for non-members) and Level II costs \$1,499 for DMA Members (\$1,799 for non-members). Level II allows individuals to choose a concentration in either organic or paid search; to focus on both will cost an additional \$750.

Why Certify?

In 2004, Karen Renk, Executive Director of the Incentive Marketing Association, said, “in today's competitive world, any positive differentiation from the 'crowd' is desirable,”¹⁸ regarding certification.

Individuals who received certification from the Certified Financial Marketing Professional program (provided by the Institute of Certified Bankers) discussed the value of

¹⁵ *DMNews*. July 20, 2009.

¹⁶ DMA Certified Marketing Professional Program. Direct Marketing Association. <<http://dmaeducation.org/certification/certified-marketing-professional.php>>.

¹⁷ *Ibid*.

¹⁸ Pont, Jonathan. “Certifiable.” *Potentials*, 37.3. Minneapolis: March 2004. 15.

certification with the Bank Marketing Association in 2005¹⁹; the transcript provides helpful insight regarding the benefits of certification. For example, Alisha J.R. Johnson, Senior Vice President and Director of Marketing for Highland Bank, stated that marketing certification does “something similar to what the Certified Public Accountant (CPA) designation does for the accounting industry. When you look at people with a CPA, you know immediately that they are not just accountants, but rather accountants who are on top of their game.”²⁰ Similarly, Bruce A. Clapp, President of MarketMatch, said that certification “brings a sense of excellence and a ‘mark of approval’ for our firm... [it] helps us stand out in the field and denotes that we are in the ‘trenches’ along with our clients and have committed time, effort, and resources to stay abreast of industry information and trends;” he also added that professional certification should be a central point of professional development and that “it means that I have worked hard, gained experience, and have become a leader in my chosen profession. It signifies my commitment to my work, the value I place on education, and the desire to always be well-versed and informed on issues vital to my industry and job functions. Lastly, it represents pride of accomplishment.”²¹ Johnson added: “To me it means expert knowledge and professionalism. It is an acknowledgement of the skill set necessary to achieve that designation. It also means credibility for the person who holds the designation.”²² In a later similar discussion, Patrice Brusko, Database Marketing Manager for Harleysville National Bank & Trust stated, “the designation tells people that I take my work seriously, that I bring something to the table, and that I’m proud of what I do.”²³ Lori Springer, Marketing and Communications Coordinator for Alpine Bank added, “I feel more confident in my profession having gone through the

¹⁹ DeBaugh, Mark. “Worth Putting After Your Name.” *ABA Bank Marketing*, 37.3. Washington: April 2005. 22.

²⁰ Ibid.

²¹ Ibid.

²² Ibid.

²³ Brusko, Patrice. “Marketing Edge.” *ABA Bank Marketing*, 38.2. Washington: March 2006. 51.

certification process... The designation lends credibility to me and my work within my organization as well as among my peers.”²⁴ Concerning the need for certification, Loren Berchey, Public Relations Officer and Communication Coordinator at Leesport Financial Corporation, said, “It seems to be a common misconception that anyone with half an idea can throw an ad together and dollars will come flying in the door;”²⁵ this issue makes a strong argument in favor of certification, especially in field like direct marketing, where the field requires a wide range of knowledge and expertise, as well as ongoing education.

New Media vs. The Old School

At the April 21, 2010, Direct Marketing Club of New York (DMCNY) panel discussion “New Media vs. The Old School,” the concern was raised that, while younger people such as recent college graduates seem to be digitally savvy, the assumption that their digital and social networking expertise translates to digital and social networking *marketing* expertise is often not a wise one. While younger individuals have grown up with social networking and are adept at using it to share information, their knowledge of the marketing concepts that are utilized in direct marketing digitally are at times non-existent. Still, these individuals are often given jobs in direct digital marketing due to their almost natural ability to utilize digital media. This is one instance in which the argument for effective certification in direct marketing is quite strong. To have a program in place that could prove to employers whether or not these young applicants are truly familiar with the concepts of direct marketing, rather than just familiar with the *tools*, would be extremely valuable.

²⁴ Ibid.

²⁵ Ibid.

Rethinking the MBA

According to an article from the Harvard Business School, employers and recruiters “voice skepticism about the value of newly-minted MBA degrees... MBAs lack sufficient leadership development, a ‘global mindset,’ and skill in navigating organizational realities.”²⁶ Co-author of *Rethinking the MBA: Business Education at a Crossroads*, Harvard Business School Professor of Accounting Srikant M. Datar, explained that, in MBA education, “rebalancing from the current focus on ‘knowing’ or analytical knowledge to more of what we call ‘doing’ (skills) and ‘being’ (a sense of purpose and identity) must occur.”²⁷ Co-author David A. Garvin, Harvard Business School Professor of Business Administration, added, “future leaders need to better understand the nuances of how to get things done and what they can actually accomplish in organizational settings.”²⁸ If Master’s programs are not effectively training competent business professionals and the industry’s perception of the MBA is changing, there is a need for something like professional certification to bridge the gap (if the appropriate skills are being tested to the appropriate standards in such certification programs).

Issues: When Certification Does Not Serve Its Purpose

In 2003, an article was published that questioned the value of certification and doubted its ability to truly examine and reflect competency in one’s field. Though advanced certification programs do exist, this article stated that certification programs *generally* measure skills at an entry level. Further, a number of potential issues were specified, including the inability to *guarantee* competency, and the possibility that a formal examination is inappropriate for accurate measurement; as the article states, “certification provides only a tendency toward, not a

²⁶ Lagace, Martha. “What Is the Future of MBA Education?” *HBS Working Knowledge*. 3 May 2010. <<http://hbswk.hbs.edu/item/6363.html>>.

²⁷ Ibid.

²⁸ Ibid.

guarantee of, competence.”²⁹ However, the point is later made that even just “a tendency toward competence” is valuable, even if it is not guaranteed, and that the benefits outweigh the risks. Additionally, the availability of certification “should not lead anyone to conclude that only certified professionals are competent or that noncertified professionals are incompetent.”³⁰

Another issue, raised in a *DMNews* article from mid-2009 challenged the authenticity and integrity of marketing certification in its current form, specifically in direct marketing. This argument states that having an organization host and conduct its own educational courses directly competes with and challenges the education being offered in higher education institutions;³¹ if they do not coincide, then it renders higher educational degrees insufficient for certification, but if they do coincide, then there really is no reason for the additional courses offered by the organization. The suggestion is made that the certification program should consist of examinations that are *inclusive* of what is being taught in higher education.³²

Additional Sources for Certification

Market Motive is an online source for a variety of marketing training programs and certification, endorsed by the DMA as well as Search Engine Strategies, Search Engine Journal, and Rasmussen College. It currently offers training and certification in the areas of search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, web analytics, and conversion optimization. Training to develop one’s skills in a given area takes 3 months and costs \$299 per month. To receive “Master Certification” requires enrolling in a 3

²⁹ Glassie, Jefferson C. “Certification Programs as a Reflection of Competency.” *Association Management*, 55.6. Washington: June 2003. 17.

³⁰ Ibid.

³¹ Todé, Chantal. “DMA introduces certification program.” *DMNews*. July 20, 2009.

³² Ibid.

month semester, led by professionals, including completing a dissertation, for \$3,500 cumulatively.³³

MarketingExperiments also provides a series of certification programs in online marketing in landing page optimization, online testing, and email marketing, all of which relate to direct marketing. Each course costs \$595. The courses in landing page optimization and online testing can be purchased together for a lower cumulative cost of \$995, or all three courses can be purchased together for \$1,495.

CareerOneStop, sponsored by the U.S. Department of Labor (Employment and Training Administration), is an online source for a variety of career advancement options, including a compilation of many available professional certifications. Searching the site's Certification Finder³⁴ for "marketing" results in 21 certifications from 14 different organizations, including: Professional Certified Marketer (American Marketing Association), Marketing Skills Certification (Business Marketing Association), Certified Marketing Specialist (Credit Union National Association), Certified Marketing Professional (Direct Marketing Association), and Certified Marketing Executive (Sales & Marketing Executives International), among others. A search for "direct marketing" results only in the certification provided by the Direct Marketing Association, Certified Marketing Professional.

³³ Market Motive. 2010. <<http://www.marketmotive.com>>.

³⁴ Certification Finder: CareerOneStop. 2010. <http://www.careerinfonet.org/certifications_new/Default.aspx>.

Chapter 3

Hypotheses

After conducting secondary research and a comprehensive literary review, the following two hypotheses have been developed, illustrated by the progression model below.

- Hypothesis 1: If the determination of standards is *not* consistent across the field, then certification will *not* enhance the perception or success of marketing professionals.
- Hypothesis 2: If standards and certification *are* well-known and respected in the field, then certification *will* enhance the perception and success of marketing professionals.



In the model above, the determination of standards is the independent variable that effects both certification and both the industry perception and success of certified marketers, which is the dependent variable. The determination of appropriate standards directly corresponds to the value of the certification, which in turn effects the perception and success of certified professionals.

Chapter 4

Methodology

To test the hypotheses, field research was conducted in the form of survey-style interviews, performed online, with many established marketing (primarily direct marketing) professionals. These individuals were questioned about their knowledge, feelings, and perception of marketing certification and certified professionals. Performing interviews in a survey format allowed for a more thorough analysis, both quantitatively and qualitatively. The survey was supported by and distributed to members of: the Direct Marketing Club of New York (DMCNY), the Hudson Valley Direct Marketing Association (HVDMA), the Direct Marketing Idea Exchange (DMIX), and the Direct Marketing Association (DMA).

The survey interview began with two qualifying questions:

- Do you currently work in the field of direct marketing?
- Do you currently hold any type of marketing certification?

While results were still gathered from those participants who were not in the field of direct marketing nor certified, the inclusion of these questions allowed additional analysis to take place utilizing the most relevant responses.

Those who responded that they were currently certified were then asked what type of certification they held, why they chose to become certified, and if they were satisfied with their certification. Those who responded that they were not currently certified were asked if they planned to become certified; if they did, they were then asked what type they planned to receive and why they chose it. Those without certification who were additionally not planning to become certified were asked why they chose not to pursue certification.

Next, details of the respondents' familiarity with current available marketing certifications were gathered, followed by several questions regarding how they perceive certification, including its importance and possible value, both in marketing in general and specifically in the area of direct marketing. Finally, demographic information was gathered, including respondents' area of employment and current position level.

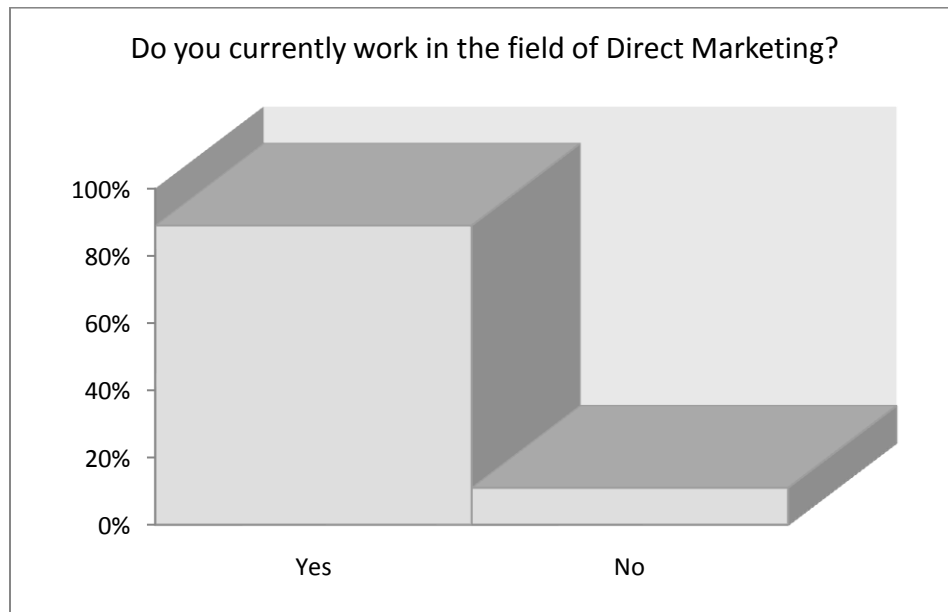
To view the full survey, refer to Appendix: Methodology³⁵.

³⁵ See Appendix: Methodology. 22.

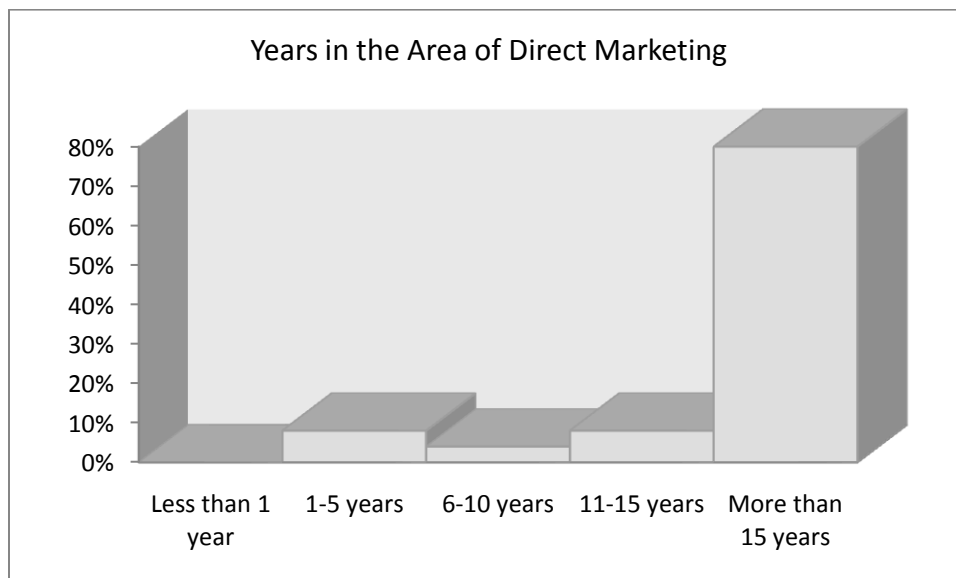
Chapter 5

Results & Implications

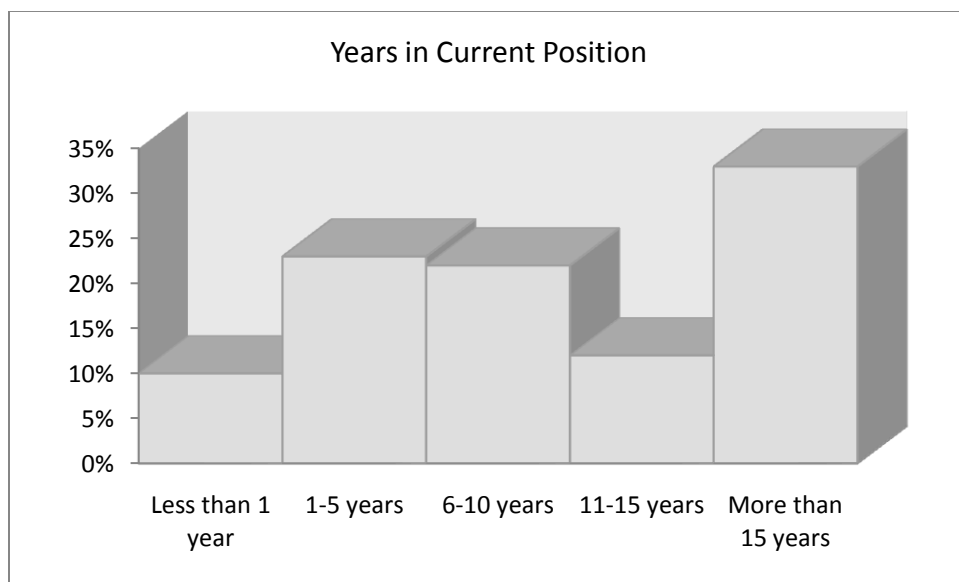
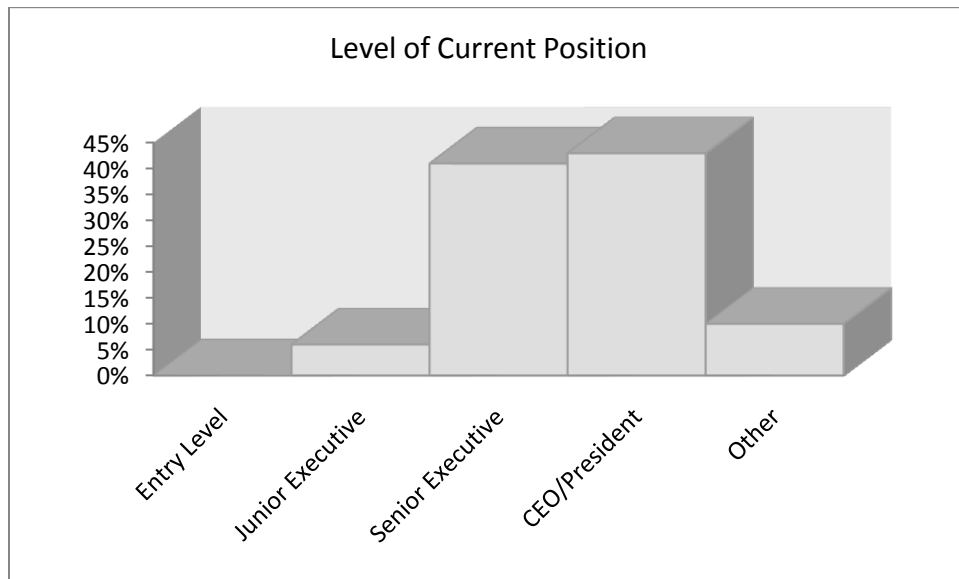
The survey received 114 responses from professionals in the field of marketing. Of these 114 individuals, 89% work in the area of direct marketing.



Of these direct marketing professionals, 80% have worked in the area for over 15 years.

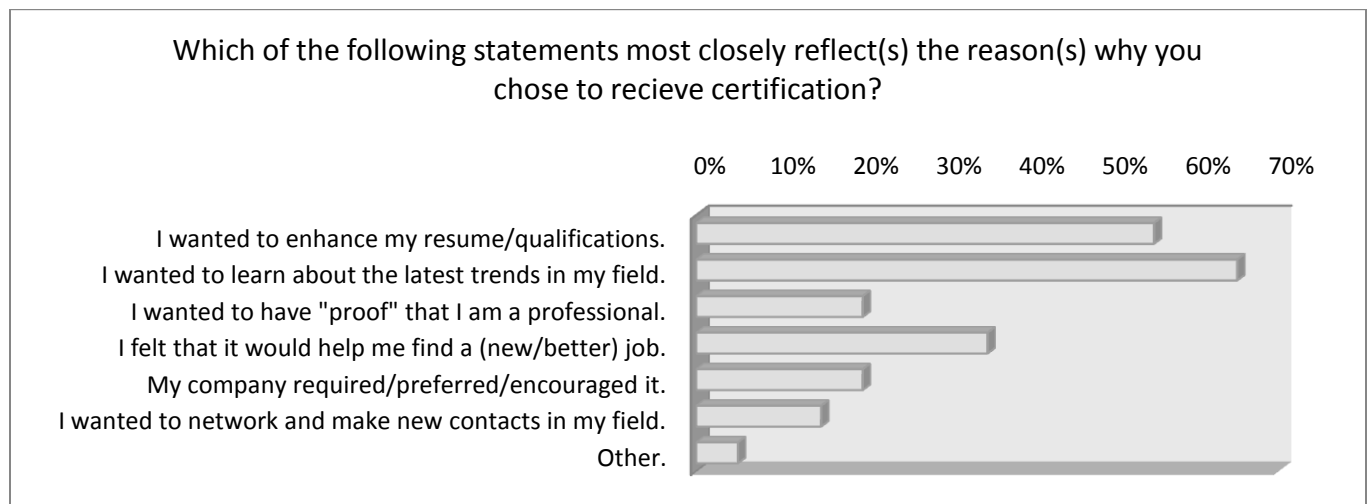


A majority of respondents currently hold a high level position, and have been their position for several years (as seen in the following two charts).



While 24% responded that they were currently “certified,” they seemed to believe that a Bachelor’s or Master’s degree qualified as a form of professional certification; since these respondents did not distinguish the difference, this immediately showed that marketing certification is not well known in the field. Regardless, their feelings regarding certification are

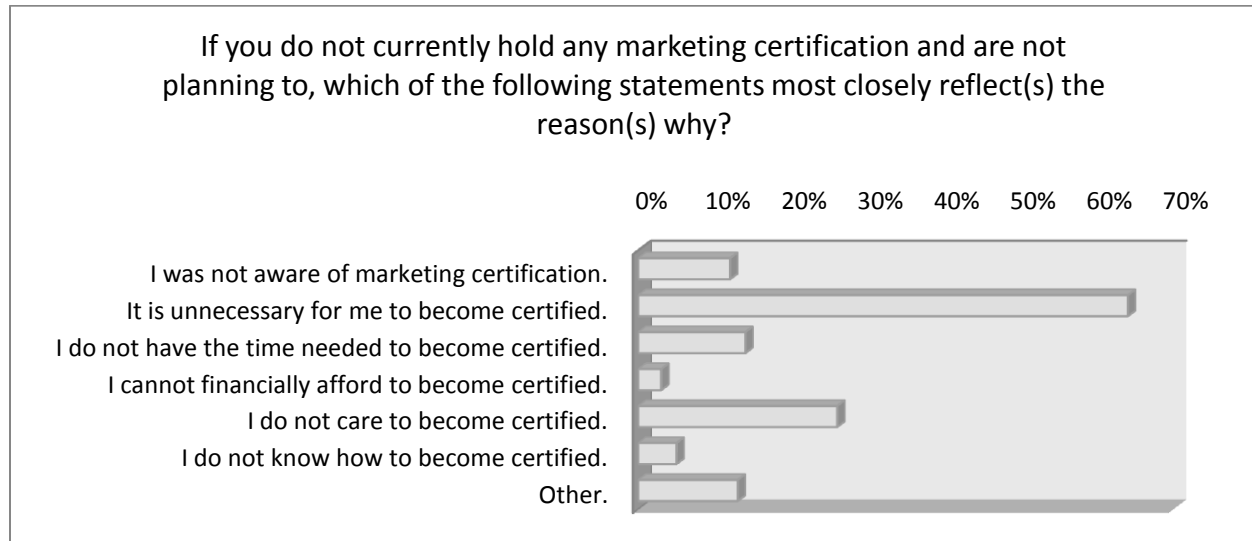
still significant, and the following chart shows why these individuals chose to become “certified.”



As the previous chart shows, it is evident that education and career enhancement are the most significant deciding factors in pursuing certification. These respondents further showed that they are as a majority satisfied with their certification:



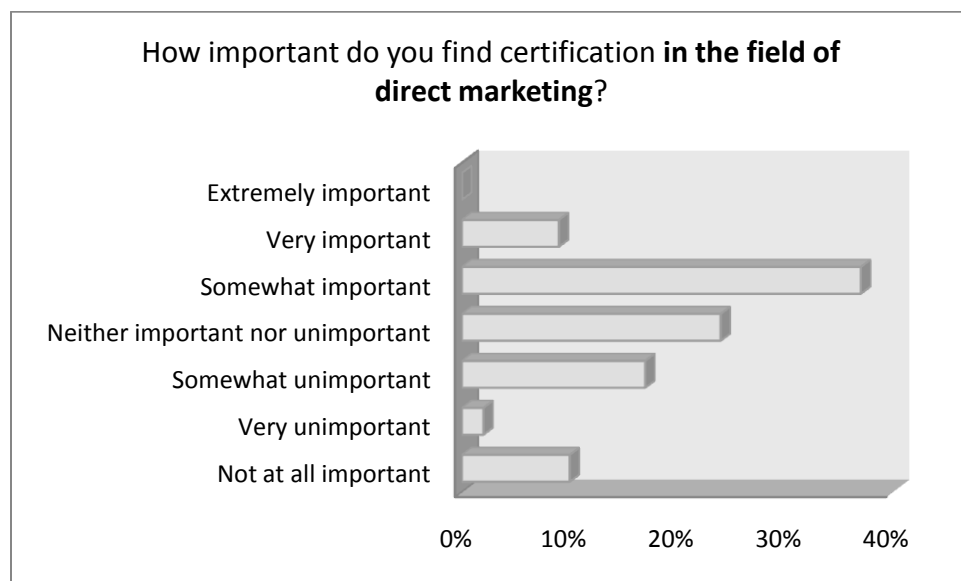
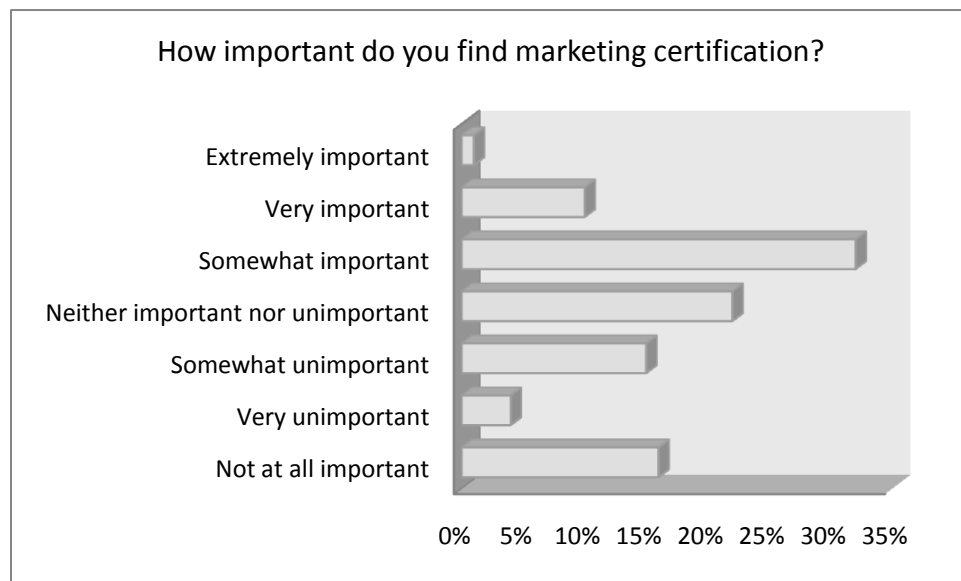
Of those who do not currently hold any type of professional marketing certification, only 5% plan to and 14% “maybe” plan to. The remaining 81% then responded as to why chose to not become certified:



For those who selected “other,” the most common explanation was that these individuals have been in the industry for decades, and therefore their experience makes them “self-certified;” further certification seems unnecessary. Though reasonable, this does raise the issue of older-generation marketers not being as adept or familiar with newer, more modern marketing tools. However, these responses are not proof that these individuals are not continuing to educate themselves in other ways.

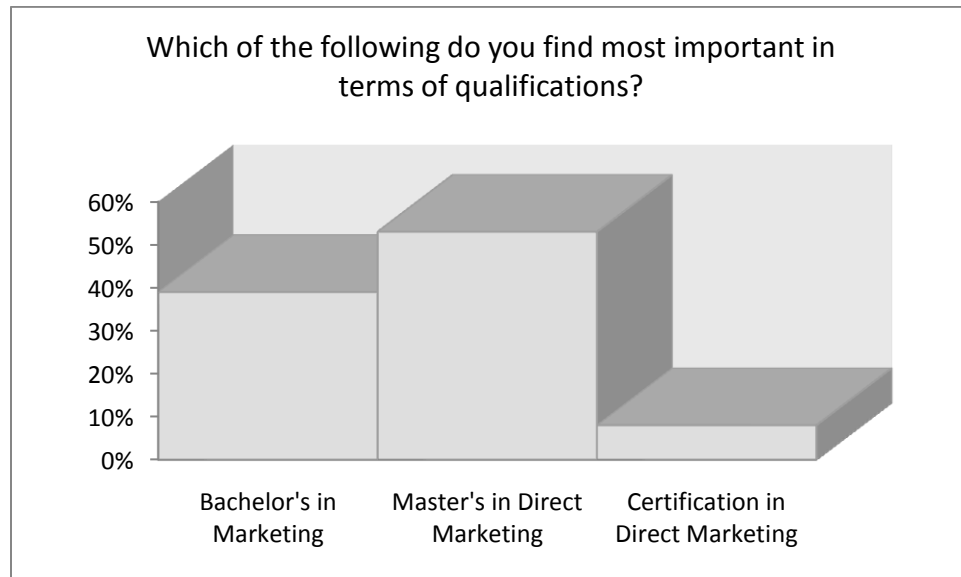
The following two charts show the results of how important respondents find marketing certification, both in general and specifically in the area of direct marketing, respectively. A smaller percentage overall considered certification “unimportant” in direct marketing; while 35% responded that certification is either “somewhat unimportant,” “very unimportant,” or “not at all

important,” 29% responded in that way in regard to direct marketing. Similarly, 43% consider marketing certification either “somewhat important,” “very important,” or “extremely important,” while 46% consider it either “somewhat important” or “very important” in *direct* marketing. However, these differences are not very significant.

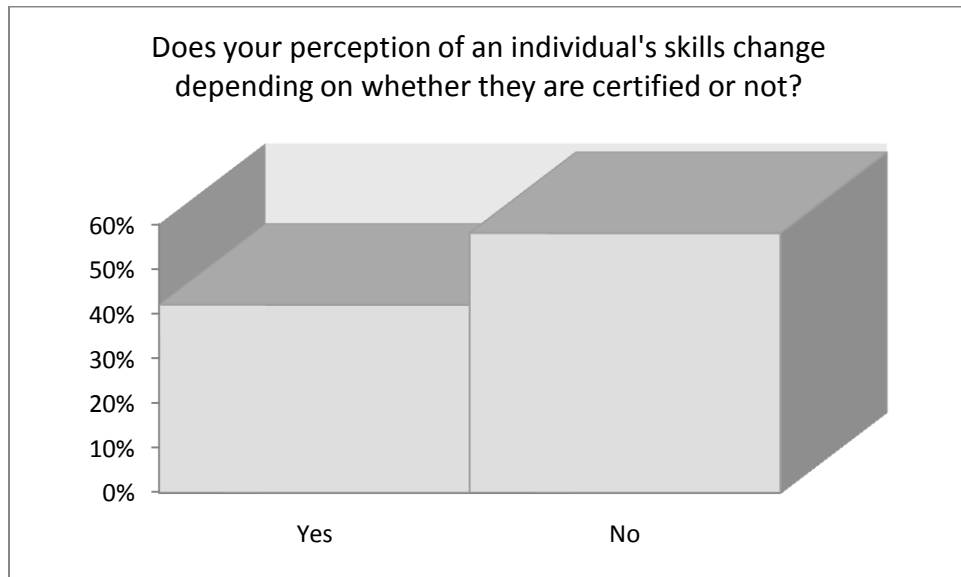


In both instances, the most common responses were “somewhat important” and “neither important nor unimportant.” The most concentrated majority considers certification important,

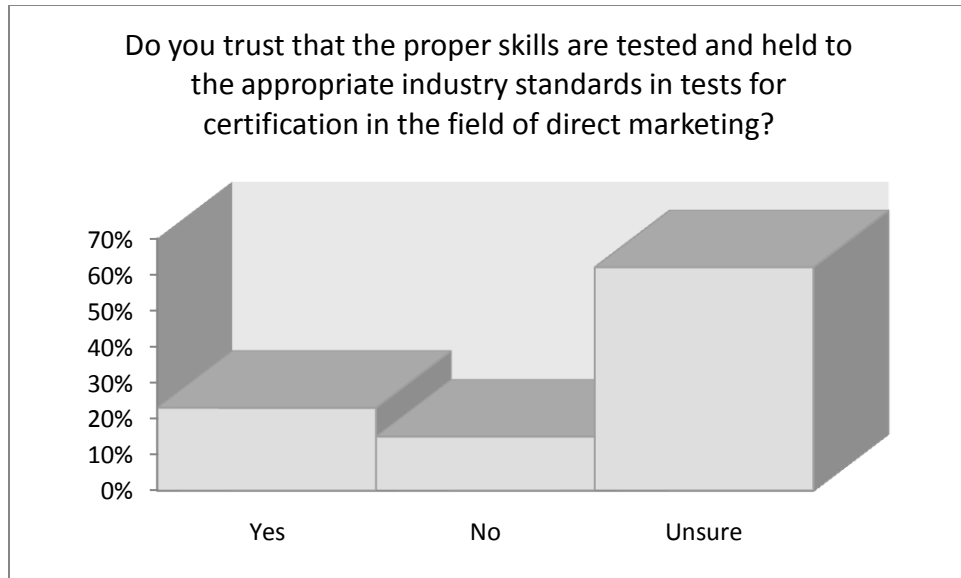
but only somewhat. As the following chart shows, marketing certification does not carry much weight.



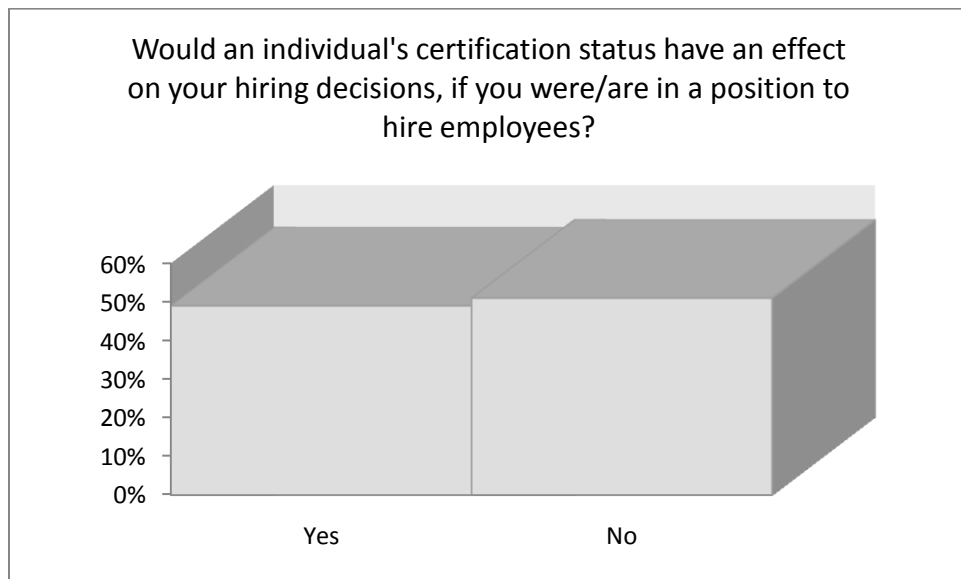
Several questions seemed to result in conflicting majority opinions. For example, a 59% majority stated that they believe that being certified could alter one's reputation in his or her industry and/or workplace; however, in the following question, a 58% majority said *their own perception* of an individual's skills *does not change* depending on whether the individual is certified or not.



This discrepancy can perhaps be explained by an overall uncertainty regarding the execution of certification. When asked if they felt that the proper skills are tested and held to the appropriate industry standards in certification tests, 62% said that they were unsure, and 15% simply said that they did not.



When asked if certification status would have an effect on the respondents' hiring decisions, the results were nearly equal with 49% responding that it would.



The final two questions asked provided a summation of respondents' thoughts, but still showed conflicting opinions. When asked if, overall, respondents viewed marketing certification positively or negatively, 38% responded positively while 54% were neutral. However, the final question provided an opportunity for respondents to share any additional thoughts on

certification programs, and most were not positive. Here is a sampling of the responses (bolded for emphasis):

- **“Useless.** Experience counts most.”
- “Training in order to get a certification should **ensure that knowledge is required through practical/real life tasks** and not only through presentations and readings.”
- “The only way one should learn direct mail is through a talented mentor... from the ground up. Just because one takes a „certification’ program does not necessarily mean that you can just come into a direct marketing position and immediately know what you are doing. **Anyone can get certified to do anything**, but it is another thing to know what, why, and how to complete a direct mail campaign from inception to analytics (and everything in between).”
- **“Marketing certification is a product.** Actually doing work on the job, and living with your work, is the best qualification. Bar none.”
- “I’m **not clear what certification is** vs. BA, BS, or MBA.”
- **“Certification does not trump experience.”**
- “‘Certification’ and degrees have never, in my experience, shown who will be the better direct marketing person. A person’s mind, their innovative skills and their abilities to communicate have always been the best way to judge.”
- “Direct mail is dying. So many people have lost jobs with no potential to get them back. IAB.net is the way to go for the right certificate.”
- “Actual work experience is more important to me than any degree would be. **You can have an MBA in marketing and still manage to be a bad client manager.**”
- **“MBA is always going to be more important.”**
- “Certification is a plus for someone new to the industry. Other than that, **experience is the name of this game.**”
- “Direct marketing is an extremely broad field. It would depend on the concentration of the certificate if it held any value at all.”
- “As a recruiter, I often find people with direct marketing certification get it to mask the fact that their career credentials aren’t stronger. My „best’ candidates received their experience on the job.”
- **“This is a new concept in direct marketing.** The value of the certification would be based on who was educating/testing/awarding the certification.”

Evidently, the topic garners many mixed feelings. The fact that direct marketing professionals cannot agree says quite a bit about the value of certification. However, the one common denominator that most professionals seem to agree upon is that on-the-job experience is needed. A majority of respondents seem to recognize the potential benefit of marketing certification.

Chapter 6

Conclusion

While certification in direct marketing could have valuable effects on the industry, the primary results gathered in this study show that there is no industry-wide unified view on the subject. Thus, the following conclusions may be made regarding the original hypotheses.

- Hypothesis 1: If the determination of standards is *not* consistent across the field, then certification will *not* enhance the perception or success of marketing professionals.
 - Conclusion 1: A majority of professionals in the field are “unsure” whether or not the determination of standards is appropriate and consistent.³⁶ Therefore, one can expect that certification is currently unsuccessful at enhancing the perception or success of marketing professionals.
- Hypothesis 2: If standards and certification *are* well-known and respected in the field, then certification *will* enhance the perception and success of marketing professionals.
 - Conclusion 2: Current standards and certification programs are *not* well-known among professionals.³⁷ Therefore, one can expect that certification is currently unsuccessful at enhancing the perception of success of marketing professionals.

In conclusion, though marketing certification could benefit individuals, it has not been organized or executed in a way that it could benefit the industry as a whole. Until the issues raised in this study are improved upon, certification in direct marketing will continue to miss the mark. Further in-depth primary research would be advantageous to seriously study this topic; thus, this particular study will continue.

³⁶ See Chapter 5: Results & Implications. 19-20.

³⁷ Ibid.

Appendix

Methodology

Please note that skip logic was utilized in the final active survey, so certain seemingly repetitive questions, visible here in the survey's complete form, may have been skipped based on respondents' answers to previous questions.

Regarding Certification in Direct Marketing - K. Gallucci

The results of this survey are for primary research purposes for an undergraduate thesis study on the uses and effects of certification in Direct Marketing.

If you have any questions regarding any aspect of the survey, contact Kaitlin Gallucci at Kaitlin.T.Gallucci@pace.edu.

Thank you in advance for your time. The survey should not take more than 5-10 minutes.

0%  100%

Regarding Certification in Direct Marketing - K. Gallucci

Do you currently work in the field of Direct Marketing?

☐ Yes

☐ No

0%  100%

Regarding Certification in Direct Marketing - K. Gallucci

Do you currently hold any type of Marketing certification?

☐ Yes

☐ No

0%  100%

Which Marketing certification(s) do you currently hold?

Which of the following statements most closely reflect(s) the reason(s) why you chose to receive certification?

Please select all that apply.

- ☐ I wanted to enhance my resume/qualifications.
- ☐ I wanted to learn about the latest trends in my field.
- ☐ I wanted to have "proof" that I was a professional.
- ☐ I felt that it would help me to find a (new/better) job.
- ☐ My company required/preferred/encouraged it.
- ☐ Other:
- ☐ I wanted to network and make new contacts in my field.

Have you found that receiving certification satisfied the reason(s) you specified above?

- ☐ Yes
- ☐ No



Do you plan or expect to receive any type of Marketing certification?

- ☐ Yes
- ☐ No
- ☐ Maybe



Which type of Marketing certification do you plan or expect to receive?

Which of the following statements most closely reflect(s) the reason(s) why you chose to receive certification?

Please select all that apply.

- ☐ I want to enhance my resume/qualifications.
- ☐ I want to learn about the latest trends in my field.
- ☐ I want to have "proof" that I am a professional.
- ☐ I feel that it will help me find a (new/better) job.
- ☐ I want to network and make new contacts in my field.
- ☐ My company requires/prefers/encourages it.
- ☐ Other:

0%  100%

If you do *not* currently hold any Marketing certification and are *not* planning to, which of the following statements most closely reflect(s) the reason(s) why?

Please select all that apply.

- ☐ I was not aware of Marketing certification.
- ☐ It is unnecessary for me to become certified.
- ☐ I do not have the time needed to become certified.
- ☐ I cannot financially afford to become certified.
- ☐ I do not care to become certified.
- ☐ Other:

- ☐ I do not know how to become certified.

0%  100%

Are you aware of any of the following Marketing certifications?

Please select all that apply.

- | | | |
|---|---|--|
| <input type="checkbox"/> Professional Certified Marketer | <input type="checkbox"/> B-to-B Marketing Skills Certification | <input type="checkbox"/> Pay-Per-Click Advertising Certification |
| <input type="checkbox"/> Accredited Marketing Professional | <input type="checkbox"/> Certified Product Marketing Manager | <input type="checkbox"/> Social Media Marketing Certification |
| <input type="checkbox"/> Certified Direct Marketing Professional | <input type="checkbox"/> Certified Marketing Executive | <input type="checkbox"/> Web Analytics Certification |
| <input type="checkbox"/> Search Engine Marketing Certification | <input type="checkbox"/> Certified Sales Executive | <input type="checkbox"/> Conversion Optimization Certification |
| <input type="checkbox"/> Certified Professional Services Marketer | <input type="checkbox"/> Certified Professional Salesperson | <input type="checkbox"/> Online Public Relations Certification |
| <input type="checkbox"/> Destination Marketing Accreditation | <input type="checkbox"/> Certified eMarketer | <input type="checkbox"/> Microsoft adCenter Certification |
| <input type="checkbox"/> Sports Marketing Certification | <input type="checkbox"/> Certified eMarketing Associate | <input type="checkbox"/> Google AdWords Certification |
| <input type="checkbox"/> Professional Researcher Certification | <input type="checkbox"/> Certified eMarketing Analyst | <input type="checkbox"/> Google Analytics Qualified |
| <input type="checkbox"/> Certified Guerrilla Marketing Coach | <input type="checkbox"/> Certified Marketing Specialist | <input type="checkbox"/> Other |
| <input type="checkbox"/> Certified Marketing Professional | <input type="checkbox"/> Search Engine Optimization Certification | <input type="checkbox"/> None |
| <input type="checkbox"/> Pragmatic Marketing Certified | | |

0%  100%

How important do you find Marketing certification?

Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important do you find certification **in the field of Direct Marketing**?

Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important do you find certification **in the field of Direct Marketing** in relation to Marketing certification in other fields?

Less Important	Equally Important	More Important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



How valuable do you find Marketing certification?

Completely Worthless	Worthless	Somewhat Worthless	Neither Valuable nor Worthless	Somewhat Valuable	Valuable	Very Valuable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much would you be willing to invest in acquiring certification?

- ☐ Up to \$1,000
- ☐ \$1,000-\$1,999
- ☐ \$2,000-\$2,999
- ☐ \$3,000-\$5,000
- ☐ More than \$5,000



Regarding Certification in Direct Marketing - K. Gallucci

Do you believe that being certified could alter one's reputation in their industry and/or workplace?

☐ Yes

☐ No

Does your perception of an individual's skills change depending on whether they are certified or not?

☐ Yes

☐ No

0%  100%

Regarding Certification in Direct Marketing - K. Gallucci

When you see the word "Certified" (in reference to an individual), which, if any, other words come to mind?

Please select all that apply.

☐ Professional

☐ Official

☐ Over-achieving

☐ Skilled

☐ Trustworthy

☐ Insecure

☐ Respectable

☐ Important

☐ Controlling

☐ Impressive

☐ Authentic

☐ Other

☐ Qualified

☐ Accomplished

☐ None

0%  100%

Regarding Certification in Direct Marketing - K. Gallucci

Do you trust that the proper skills are tested and held to the appropriate industry standards in tests for certification in the field of Direct Marketing?

☐ Yes

☐ No

☐ Unsure

0%  100%

Regarding Certification in Direct Marketing - K. Gallucci

Do you view certification acquired in a lecture setting differently than certification acquired online?

☐ Yes

☐ No



Regarding Certification in Direct Marketing - K. Gallucci

Which do you regard as more effective?

☐ Certification acquired in a lecture setting

☐ Certification acquired online

Would an individual's certification status have an effect on your hiring decisions, if you were/are in a position to hire employees?

☐ Yes

☐ No

Would you accept certification in lieu of a higher education degree in Marketing?

☐ Yes

☐ No

Which of the following do you find most important in terms of qualifications?

☐ Bachelor's in Marketing

☐ Master's in Direct Marketing

☐ Certification in Direct Marketing



If you could sum up all of your thoughts and feelings on Marketing certification, would you say that you view it positively or negatively (overall)?

Negatively

☐

Neutral

☐

Positively

☐

If you have any additional comments to share regarding your thoughts and feelings on Marketing certification, please share them below.

0% ☐ 100%

Thank you for your contribution and your time spent taking this survey.

Regarding the following questions, please keep in mind that this is for an undergraduate thesis study; your individual information and responses will be kept private and will not be shared or seen by anyone other than the individual conducting the study.

The final written thesis will be submitted to Pace University (NYC), and will include the anonymous results of this survey.

If you have absolutely any questions or concerns regarding the use of the information you provide, please do not hesitate to contact Kaitlin Gallucci at Kaitlin.T.Gallucci@pace.edu.

The following questions are for demographic and reference purposes. If you are uncomfortable providing information regarding exactly who you are, please at least describe your current position.

Name

Company/Affiliation

Title/Position

E-mail Address

Level of Current Position

Years in Current Position

Area of Marketing

Years in Current Area



Regarding Certification in Direct Marketing - K. Gallucci

If you would be comfortable allowing the use of your name (with or without your respective affiliation), please specify so below. Your name may be used merely as a reference for the primary research conducted, but not in conjunction with your individual responses.

- ☐ Yes, I allow the use of my name and affiliation.
- ☐ Yes, I allow the use of my name, without my affiliation.
- ☐ No, I do not allow the use of my name/affiliation.

If you would like to receive an update on the completed thesis study, or would like the opportunity to read the final thesis, please specify so below.

- ☐ Yes, I would like to see the completed thesis study.
- ☐ No, I do not need to see the completed thesis study.



Regarding Certification in Direct Marketing - K. Gallucci

Thank you for your time spent taking this survey.
Your input is incredibly valuable.

If you have any questions regarding the survey you just took, please contact Kaitlin Gallucci at
Kaitlin.T.Gallucci@pace.edu.

0%  100%

Appendix

Thank You

Thank you to the following individuals and organizations for providing valuable input.

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