

# Associations for Communications and Marketing Students

## Communication Associations

### American Communication Association (ACA)

**Mission:** The ACA is a not-for-profit virtual professional association with actual presence in the world of communication scholars and practitioners. ACA is committed to enabling the effective use of new and evolving technologies to facilitate communication instruction, research, and criticism, and to offering a technologically-supportive venue for all who study the ways in which humans communicate. While the Association is based in the United States, it is a virtual organization that welcomes participation from academics and professionals throughout the world.

**Membership:** FREE membership

**Leadership:** National membership

**Website:** <http://www.americancomm.org/>

## Marketing Associations

### American Marketing Association (AMA)

**Mission:** The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers.

**Membership:** \$29 annually

**Leadership:** National membership

**Website:** <https://www.ama.org/>

### Internet Marketing Association (IMA)

**Mission:** The IMA mission is to provide a knowledge-sharing platform for business professionals where proven Internet marketing strategies are demonstrated and shared in an effort to increase each member's value to their organization.

**Membership:** \$95 monthly

**Leadership:** National membership

**Website:** <https://imanetwork.org/>