School of Business
Department of Marketing
2201 G. St NW, Suite 301
Washington, DC 20052

February 2011

RE: International Advertising Association (IAA),
Invitation for Diploma in Marketing Communications

Dear Students,

Qualified students are invited to apply for the prestigious International Advertising Association Diploma. Recipients of the IAA diploma are internationally recognized for completing specialized courses in Marketing Communications that will set you apart from other job applicants. Only accredited IAA schools worldwide can offer this diploma, and GW has been accredited since 2007.

Following is an overview of the International Advertising Association (IAA), a list of courses that qualify you for the diploma, and an application form. Your completed application along your resume and $75.00 fee (cash or check payable to GWSB/Department of Marketing) should be delivered to the Department of Marketing located in Funger Hall, Suite 301 by Thursday, April 8, 2011.

Please do not hesitate to contact us with any questions or concerns.

Sincerely,

Dr. Salah Hassan
Hassan@gwu.edu

Dr. Liebrenz-Himes
Liebrenz@gwu.edu

Dr. Lynda Maddox
Maddox@gwu.edu
The International Advertising Association

What is it?

The International Advertising Association is a one-of-a-kind strategic partnership which champions the common interests of all the disciplines across the full spectrum of marketing communications - from advertisers to media companies to agencies to direct marketing firms - as well as individual practitioners.

The IAA's priorities - 2001 and beyond

Today, the International Advertising Association believes brand building communications is a force, which can contribute meaning and values necessary and useful to individuals as they choose how to live their lives and shape their social and economic relationships.

How is the IAA different from other Associations?

The International Advertising Association was founded in 1938 to champion responsible marketing communications. Over time, the IAA has become the advocate for consumer and advertiser free choice. No other Association is as inclusive of all the disciplines involved in brand building, nor has an organization which is global in scale yet has grass roots representation in 96 countries.

What is the IAA's role today?

The IAA works for the freedom of companies to compete through responsible commercial speech, and it fights for consumer choice made possible by commercial speech, which informs, inspires and empowers individuals to raise their sights and reach for the life they want.

On behalf of its members, the IAA is dedicated to:

- fighting for consumers' freedom to exercise their right to choose in a free market society;
- championing the freedom to advertise responsibly without unwarranted restrictions in general, or by product category;
- becoming the preferred portal/source for best practices in brand building communications;
- delivering state-of-the-art professional development for the marketing communications community of the future.
- encouraging the freedom for advertisers and consumers to engage in the exchange of personal information, based on mutual respect, which delivers added value to the individual;
- providing an effective worldwide network for the exchange of local market knowledge, distance learning and professional skill-set innovations through a variety of media, which include a world-class Website.

For more information on IAA, please visit [http://www.iaaglobal.org](http://www.iaaglobal.org)
Students who complete the following suggested courses may apply to receive the IAA Diploma in Marketing Communications. To apply, complete diploma application and send it along your resume and a payment of $75 (cash or check payable to the GWSB/ Department of Marketing) to the Department of Marketing located in Funger Hall, Suite 301 by Thursday, April 8, 2011. Questions regarding the suggested courses may be sent to: Dr. Maddox (Maddox@gwu.edu) or Dr. Liebrenz-Himes (Liebrenz@gwu.edu)

1) Undergraduate Requirements:

Suggested Courses:
- BADM 3401 - Basic Marketing Management
- MKTG 3142 - Consumer Behavior
- MKTG 4148 - Advertising
- MKTG 4149 - Advanced Advertising Campaigns
- MKTG 4151W - Integrated Marketing Communications Planning
  (MKTG 4149 and MKTG 4151W must be taken simultaneously)

Students must also demonstrate that they have successfully completed a one-semester internship within the Marketing Communications area. This internship can be completed after graduation.

2) Graduate Requirements:

Suggested Courses:
- MBAD 6272 & 6273 – Nature of Markets & Marketing Decisions (Formerly MBAD 230)
- MKTG 6242 - Buyer Behavior
- MKTG 6255 - Strategic Brand Management
- MKTG 6248 - Advertising
- MKTG 6259 - Marketing Strategy

NOTE: MKTG 6246, Marketing of Services can qualify as a replacement for MKTG 6255 based on the high emphasis of strategic marketing communications in marketing of services. Students must also demonstrate that they have successfully completed a one-semester internship within the Marketing Communications area.

*Students who have not taken Advertising or Advanced Advertising need to provide evidence of other marketing-communication-related coursework, as well as a one-semester internship. The communications-related internship may be taken shortly after graduation, including over the summer.
International Advertising Association
Application for the Diploma in “Marketing Communications”

Application Due Thursday, April 8, 2011,
Department of Marketing, Funger Hall Suite 301 (202-994-8200)

1) Student Name, Address, Telephone, and Email:

2) Semester/Year of Expected Graduation:

3) List of Required Courses taken to Satisfy IAA Curriculum Requirements:
   Course Number/Title: Course final Grade:

4) Semester (Summer)/Year Completed Required Internship in Marketing Communications:

5) Name of Firm/Agency:

6) Statement of Career Goals:

7) Fees for receiving the IAA Diploma: $75.00 (cash or check payable to GWSB/Department of Marketing”)

8) Student Signature: _______________________ Date: ____________

Questions regarding this IAA Application may be sent to:
Dr. Maddox (Maddox@gwu.edu), or Dr. Liebrenz-Himes (Liebrenz@gwu.edu)

Important: Copy of Student’s Resume should also accompany this Application.