MASB
Standards Project

Common Language in Marketing Activities and Metrics on Wikipedia

Paul Farris
Landmark Communications Professor
The Darden School - University of Virginia
MASB Director
August 2012
Chicago

MASB

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Objective

Eliminate ambiguity in marketing terminology and definitional differences between marketing and other functions within and across firms engaged in the practice of marketing through MASB-endorsed common language and definitions using Wikipedia as the technology & publishing platform.

MASB

Progress to Date

- **Copyright issue resolved**
  - **Process acceptable to publisher and Wikipedia in place**
- **Over 60 marketing terms posted**
- **Common Language section on <u>MASB website</u>**
- **Common Language terms/links in <u>AMA dictionary</u>**
- **Link posted on Darden <u>MBTN website</u>**
- **<u>August Press release</u>**

Action Plan For Common Language (August 2012)

- Structure – use survey prioritization and metric names for entry order
- Document practices an process ford definitions (Karen)
- Initial Entries: MASB page, Brand Preference, Customer Satisfaction
- Revise EI to reflect revisions incl. description/process
- Create MASB credentials on Wiki editors
- Resolve copyright issue/copyright process in place/restore MASB website links
- Harmonize AMA dictionary with MASB Wiki Entries (Nancy)
- **Continue posting more terms & metrics**
  - Top 90 *Marketing Metrics* (>20%"very useful") entries for publisher concern
  - Alternate Marketing Metrics and MASB terms; add AMA metric definitions
- **Disseminating the work**
  - Notify academics and marketers of Language Project output (Summer/Fall 2012)
    - **Press release posted on AMA website & distributed to chapters (Aug)**
    - **Enhanced AMA Dictionary entries w/MASB website links, etc. (Sept)**
    - **Post on ELMAR database, AMA newsletter, etc. (Sept)**
    - **Present to Academic Council at AMA Educators' Conference (Today)**
    - **Add to Marketing Metrics teaching website linked to MASB Lang/AMA Dict. (Fall)**
    - Send to non-AMA academics (TBD)
  - **Alert AMA journals, editors & contributors about resource for use as reference (Sept)**
  - Get Wiki to also publicize them becoming more academically credible (discuss July)
- Leverage more usage/encourage citations
  - Alert other Journals & Editors about resource for use as reference
  - Develop broader promotional plan
- Obtain sponsorships for this on-going project (How, Who & by When) (NSF funding?)
  - ISBM (B-to-B might be interested); ESOMAR?; INFORMS; MSI?
  - Include IAB glossary? Other social? Other IA?

MASB

5

Common Language Project Team

Leads: **Paul Farris (Darden)**
             Nancy Pekala (AMA)

Heroes: **Dave Reibstein (Wharton)**
             Carl Spaulding (NCP)
             Karen Harvey* (MASB)

Admin: **Allan Kuse (MMAP Center)**
             Meg Blair (MAF/MASB)

Meet: **First Monday of the month at 3 ET**

* Part-time data entry

Thank-you!

MASB
Marketing Accountability Standards Board
of the Marketing Accountability Foundation