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# **MASB** **Standards Project**

## **Common Language in Marketing Activities and Metrics on Wikipedia**

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**The Darden School - University of Virginia**  
**Director of the MASB**  
**Co-Lead of Common Language Project**  
**February 2013**  
**Las Vegas**

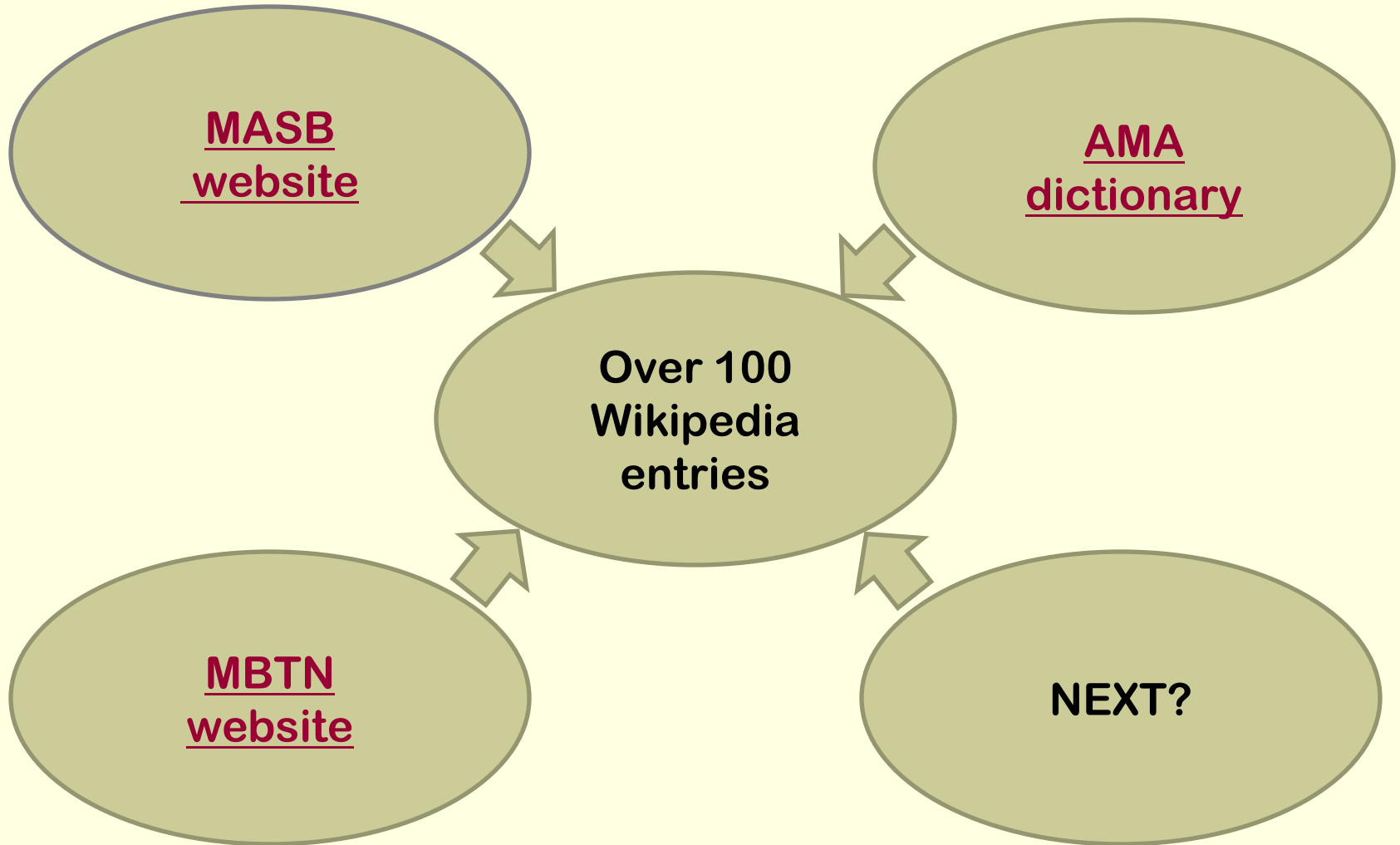


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# Other MASB Projects

<b>Project</b>	<b>Common Language Wikipedia as Platform (Measuring)</b>
<b>Issue Addressed</b>	<b>Lack of agreed upon terminology hinders accountability</b>
<b>Project Objective</b>	<b>Eliminate ambiguity in terminology between functions within &amp; across firms</b>
<b>Expected Outcome</b>	<b>MASB-endorsed definitions to encouraging trust and collaboration</b>
<b>When</b>	<b>2011/12/13 On-Going</b>

# Links to Language Project Entries



# AMA Promoting MASB Common Language Project

- I. Identify AMA Dictionary definitions vetted by Research Councils (like Marketing and Marketing Research) (Nancy – done)
- II. Generate list of “metric entries” in AMA Dictionary (Nancy – done)
- III. Generate paragraph from Project Emerging Issue Abstract describing purpose, expected outcome, etc. to display on both websites (Karen – done)
- IV. Integrate/resolve MASB Common Language Wikipedia entries into AMA Dictionary and link to MASB page (Nancy & Karen – done)
- V. Notify AMA academics of Project and resources available (enhanced AMA Dictionary entries, MASB website links, etc.) at Ed Conf to Academic Council (Nancy/Paul – done)
- VI. Develop broader promotional plan (Nancy – Oct +)
  - Press release posted on AMA website & distributed to chapters
  - Enhanced AMA Dictionary entries w/MASB website links, etc.
  - Post on ELMAR database, AMA newsletter, etc. (Oct)
  - Alert AMA journal subscribers, editors & contributors about resource for use as reference (Jan)
  - Notify AMA practitioners of Project and the resources available

# Action Plan For Common Language (February 2013)

- Frame-Up Project & approval by MASB Directors (2009, rev. 2011)
- Form Project Team and designate new leadership (Apr 2011)
- Create Wiki credentials for MASB editors (2011)
- Resolve copyright issue/copyright process in place (2012)
- Harmonize AMA dictionary with MASB Wiki Entries (2012)
- **Continue posting more terms & metrics (>100 for Summit)**
  - Alternate top 90 *Marketing Metrics* (>20% “very useful”) entries with MASB terms
  - Add definitions common to AMA dictionary first
  - Revisit “marketing research” entry as part of AMA taskforce initiative (Nancy)
- **Disseminating the work**
  - **MASB 2013 Winter Summit and session at AMA Educators’ Conference (Paul)**
  - **Notify academics and marketers of Language Project output (Summer/Fall 2012)**
    - AMA plan (Nancy)
    - Notify non-AMA academics (Paul/Dave TBD)
    - **What is value proposition for marketing practitioners?**
- Leverage more usage/encourage citations
- Non-commercial funding this on-going project (NSF?), ISBM; ESOMAR; INFORMS; MSI; Include IAB glossary; QRCA; other foundations? (Proposal – Paul - Feb)
- Get Wiki to also publicize them becoming more academically credible (Allan)

# Common Language in Marketing Team

## Team Leaders



Paul Farris  
Darden



Nancy Pekala  
AMA

## Team Heroes



Dave Reibstein  
Wharton



Karen Harvey  
Staff

## Admin



Allan Kuse  
MMAP Center



Meg Blair  
MAF/MASB

Team Meets: 1<sup>st</sup> Monday at 3:00 ET



# Thank-you!



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