



# Auction Marketing Management (AMM) Designation Requirements

To earn the National Auctioneers Association's [AMM designation](#) you must:

- Be a [member of the NAA](#)
- Register for and attend all 20 hours of the AMM designation class
- Within two years of completing the class, submit a written case study summary containing the following:
  - Marketing Project and Business Impact (select ONE option below)
    - Option A: Organic content creation
      - Provide organic content examples
      - Include 2-3 paragraphs stating the goal of the organic content, if the goal was achieved or not (supported with data), and how it has impacted your/the business
    - Option B: Targeted marketing campaign
      - Provide marketing content examples
      - Include 2-3 paragraphs stating who was targeted, why that target was chosen, if it was successful or not (supported with data), and how it has impacted your/the business
    - Option C: New or improved system/workflow
      - Provide screen capture images and/or charts
      - Include 2-3 paragraphs of why it was implemented, if it was successful or not (supported with data), and how it has impacted your/the business
    - Option D: Marketing strategy/goal
      - Provide strategy/goal and metrics used to measure it
      - Include 2-3 paragraphs of why the strategy/goal and metrics were chosen, if it was successful or not (supported with data), and how it has impacted your/the business
  - Self-Assessment
    - For the option you selected above, include 2-3 paragraphs about what you would change or not change and why, if you could do the project over again.
  - Additional Implementation
    - Include 2-3 paragraphs about additional processes and/or projects you learned about in class that you have implemented and the impact it had on your/the business and/or on you as an auction professional.

Once earned, to maintain your AMM designation you must:

- Be a member of the NAA
- Pay the annual designation dues fee of \$50 by September 30
- Complete 24 hours of continuing education (CE) every three years