

The Wise Marketer: Sage Insights



New AMA WGU Student Leadership!



President
Deja Craft

President Elect
Chantel Bennett

VP Communication
Jesserea Morgan

In This Newsletter You Can Expect:

Latest AMA Chapter Updates

Event Recaps

AMA Resource of The Month

Celebrating Excellence

The AMA WGU Chapter is proud to announce the appointment of three extraordinary student leaders who are set to guide the organization into an exciting new chapter: Deja Craft as President, Chantel Graham as President Elect, and Jesserea Morgan as Vice President of Communications. Each brings a unique blend of experience, vision, and passion, together forming a powerhouse of creativity, strategy, and community spirit. Learn more at wgu.edu/ama

Your input is invaluable to us

share your thoughts
email us:
ama@wgu.edu

we create content for you!

NEW FACULTY ADVISOR

In addition to the remarkable new student leadership, the AMA WGU Chapter is delighted to welcome Amanda Mason as the new Faculty Advisor for Communication. Amanda joins the chapter at a pivotal moment, bringing with her a wealth of experience and a deep commitment to student success.

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Marketing in Cybersecurity

NAVIGATING COMPLEX TOPICS LIKE CMMC COMPLIANCE

Written by: Stacey Flores

Cybersecurity marketing offers a dynamic and rewarding career path for those who enjoy problem-solving and creative storytelling. With businesses facing increasing cyber threats, the demand for cybersecurity solutions continues to grow. The demand for cybersecurity solutions continues to grow. For marketers, this means an opportunity to help companies understand and navigate these challenges. One key topic within this space is CMMC (Cybersecurity Maturity Model Certification) Compliance — and yes, while it may sound intimidating, breaking it down can be surprisingly satisfying!

WHAT IS CMMC AND WHY SHOULD MARKETERS CARE?

CMMC is a set of cybersecurity standards developed by the U.S. Department of Defense (DoD) to protect sensitive information shared within the defense industrial base. For companies wanting to win DoD contracts, CMMC compliance is mandatory.

So, where do marketers fit into this? Simple! It's our job to translate complex technical requirements into digestible content that helps businesses understand why compliance matters. Through educational resources, engaging campaigns, and thought leadership, we help organizations take the necessary steps to meet compliance goals.

THE FUN (YES, FUN!) CHALLENGES OF CYBERSECURITY MARKETING

Marketing cybersecurity is far from boring. It's a space that moves quickly, with new regulations, threats, and solutions emerging all the time. That means you're always learning. Plus, B2B marketing for cybersecurity companies often involves working with C-level executives. Instead of selling sneakers or beauty products, you're building strategic campaigns that could influence major business decisions.

AMA RESOURCE OF THE MONTH



ON-DEMAND TRAINING: MODERN MARKETING STRATEGY & EXECUTION.

WHY IT'S A MUST-HAVE:

Flexible Learning: Access expert-led video training anytime, anywhere.
Actionable Content: Covers content marketing, campaign execution, measurement, and more.

Real-World Skills: Apply what you learn immediately to your coursework or career.

PERFECT FOR:

Busy professionals, students, and anyone looking to sharpen their marketing skills and stay ahead in a fast-changing industry.

How to Access:

Available exclusively to AMA members through the AMA.org.

Sign up by visiting:
<https://www.ama.org/toolkits/> or scan QR Code





LET'S MINGLE: WHY OUR MARKETING MINGLE EVENTS MATTER

If you haven't joined one of our Marketing Mingle events yet, you're missing out on one of the best parts of being in the AMA, community, connection, and real talk about marketing.

Our mingles are more than just casual chats. They're creative meetups where students and aspiring marketers come together to exchange ideas, talk trends, and get inspired.

Whether you're into branding, content creation, UX, social media, or strategy, there's always a spark of insight waiting to happen.

So grab your favorite drink, bring your questions, and let's keep building this powerful community—one conversation at a time.

See you at the next mingle!

NOT SURE WHAT'S NEXT?

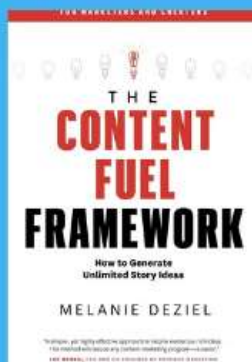
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MARKETING BOOK RECOMMENDATION OF THE MONTH



THE CONTENT FUEL FRAMEWORK

How to Generate Unlimited Story Ideas (For Marketers and Creators) by **Melanie Deziel**

"This book is very informative, but enjoyable enough to read for fun! An essential for content creators or anyone looking for ways to generate fresh ideas on their content!"



DR. LAUREN BELLFLOWER
STUDENT CHAPTER FACULTY ADVISOR FOR
ADVERTISING AND PROMOTIONS

A Year of Growth: The Student Chapter's Anniversary



This spring, the AMA WGU Student Chapter marked a remarkable milestone: its one-year anniversary. What began as a vision shared by a handful of passionate student leaders has blossomed into WGU's largest community of marketing professionals, connecting students, faculty, and industry experts across the country.

A NIGHT TO REMEMBER

Nearly 80 attendees gathered virtually to celebrate this special occasion, reflecting on a year of growth, learning, and community. The event was filled with excitement, camaraderie, and gratitude, capped off by prize giveaways for five lucky participants. The energy was palpable as Corey Vaughn, our engaging Master of Ceremonies, guided us through an evening of inspiration and recognition.

HONORING EXCELLENCE: ALPHA MU ALPHA INDUCTEES

A highlight of the evening was the induction of three outstanding members into the Alpha Mu Alpha Honor Society, the national marketing honor society sponsored by the American Marketing Association. This prestigious recognition is reserved for students who demonstrate academic excellence, leadership, and a commitment to advancing the field of marketing.

We Want To Hear From You!

Want to shape the future of The Wise Marketer: Sage Insights? We want to hear from you! We're eager to know what marketing topics ignite your curiosity. Is there a specific marketing strategy you'd love to learn more about? Or perhaps you have an entirely different idea for our newsletter? Scan the QR code below to share your thoughts. Your input is invaluable to us as we create content that truly resonates with future marketing professionals like you!

Contact us today: ama@wgu.edu

www.wgu.edu/ama

AMA DIVERSITY LEADERSHIP INSTITUTE 2025: SHAPING THE FUTURE OF INCLUSIVE MARKETING

The American Marketing Association's Diversity Leadership Institute (DLI) will take place from June 25 to June 28, 2025, at the Gies College of Business, University of Illinois Urbana-Champaign. This four-day retreat is a premier opportunity for undergraduate marketing students from underrepresented backgrounds to connect, learn, and lead in the marketing profession.

WHAT IS THE DLI AND WHY DOES IT MATTER?

The DLI brings together a select group of students—those who identify as racial or ethnic minorities, LGBTQ, or have a documented disability—for an immersive experience. Participants engage in workshops, small group discussions, and collaborative projects, all focused on the history, challenges, and future of marketing. The Institute is designed to foster leadership, encourage dialogue on equity and social justice, and empower students to bring their unique perspectives to the industry.

SPOTLIGHT: VICTORIA HARPER VP OF PROGRAMMING AND EVENTS



"My passions are all about branding, digital marketing, and AI, and I love creating intentional experiences to help women show up and stand out as future leaders."

Victoria Harper, VP of Programming & Events for the AMA WGU Student Chapter, announced on April 14th in the Teams app that she will be attending the 2025 DLI. Harper's selection is a testament to her leadership and passion for the field.

She added:

"I'm also excited to share that I'll be attending the AMA Diversity Leadership Institute 2025 where I'll continue pushing for representation, inclusion, and innovation in marketing."

Harper's participation not only highlights our chapter's dedication to diversity and leadership but also serves as an inspiration for fellow students. Her advocacy for inclusive marketing and innovative thinking reflects the very spirit of the DLI and underscores why such initiatives are vital for the profession's future.

As the marketing industry continues to evolve, the DLI stands as a beacon for progress, ensuring that tomorrow's leaders are as diverse and dynamic as the audiences they serve. We are proud to have Victoria representing us at this year's Institute!

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CELEBRATING EXCELLENCE:

KASAAN JACKSON

At the AMA WGU Student Chapter, we take immense pride in the remarkable accomplishments of our members. Their dedication, innovation, and leadership inspire us all to reach new heights. This quarter, we are delighted to highlight Kasaan Jackson, from Little Falls New Jersey, a true exemplar of excellence, both in academia and the professional world.

ACADEMIC DISTINCTION AND THOUGHT LEADERSHIP

Kasaan recently earned the prestigious Excellence Award for his outstanding Task 1 submission in Global Arts and Humanities. His analytical essay on Kendrick Lamar's "The Heart Part 5" was recognized for its depth, originality, and insightful examination of its cultural impact. This achievement not only reflects Kasaan's scholarly rigor but also his ability to engage thoughtfully with complex topics and contribute meaningfully to academic discourse.

PROFESSIONAL PROWESS AND COMMUNITY IMPACT

Beyond the classroom, Kasaan demonstrates exceptional leadership as an analyst at one of the largest sewerage treatment facilities in the United States. His expertise and commitment to operational excellence are matched by his entrepreneurial spirit. As a digital marketing specialist, Kasaan runs a successful side business, empowering small business owners to expand their online presence and attract more customers. In addition, he dedicates his time to mentoring emerging digital creators, guiding them through the intricacies of securing brand deals and building influential personal brands.

A LEADER AMONG PEERS

Kasaan's multifaceted achievements are a testament to his drive, resilience, and vision. He embodies the values of the AMA WGU Student Chapter—collaboration, innovation, and the relentless pursuit of excellence. We are honored to have such a dynamic leader within our community and are confident that his story will inspire others to pursue their own goals with passion and determination.

A MESSAGE OF GRATITUDE AND INSPIRATION

Kasaan's willingness to share his journey underscores the spirit of our chapter. We extend our heartfelt appreciation for his contributions and congratulate him on his well-deserved recognition. His story is a powerful reminder of what can be achieved through hard work, creativity, and a commitment to helping others succeed.

Kasaan Jackson, your accomplishments are a source of pride for our chapter. Thank you for leading by example and inspiring us all to strive for greatness.



CELEBRATING EXCELLENCE:

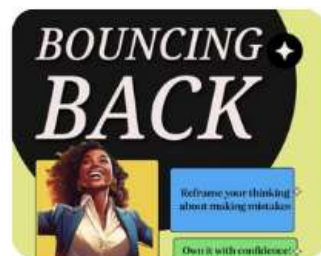
BRANDED BY ARAYLA

At the AMA WGU Student Chapter, we are privileged to highlight members whose creativity, initiative, and vision set new standards of excellence. This quarter, we are thrilled to showcase the inspiring achievements of Arayla, the creative force behind Branded by Arayla—a platform that exemplifies bold personal branding and the power of authentic, uplifting content.

DISTINCTIVE STYLE: BOLD VISUALS AND EMPOWERING MESSAGING

Arayla's work stands out for its vibrant, eye-catching design and deeply motivational tone. Each post is meticulously crafted, combining dynamic color palettes, playful illustrations, and clear, impactful typography. Her graphics—such as the “Work-It Wednesday” and “Bouncing Back” series—feature a harmonious blend of professional polish and inviting warmth. The visuals are not only aesthetically compelling but also reinforce the positive, action-oriented messages at the heart of her brand.

What truly distinguishes Arayla's style is her ability to merge visual storytelling with practical, actionable advice. Her posts consistently encourage self-reflection, resilience, and growth, inviting her audience to engage, share, and participate in a supportive community.



The use of themed campaigns, like “Wellness Wrapped in Fur” and “Brighter Days Ahead,” demonstrates her knack for connecting everyday experiences—whether it’s the comfort of pets or the promise of sunshine—to broader themes of mental health, career growth, and personal development.

A PLATFORM WITH PURPOSE: FOSTERING CONNECTION AND GROWTH

Branded by Arayla is more than a showcase of design talent; it is a thriving hub for connection and inspiration. Arayla launched this initiative to document her own professional evolution, explore freelance opportunities, and connect with individuals at every stage of their careers. Her content resonates with both seasoned professionals and those navigating new beginnings, thanks to its universal themes of perseverance, adaptability, and self-empowerment.

Events Page

Search Engine Savvy: Unlocking SEO & Marketing Power

Date: Wednesday, June 25th

Time: 4PM PT | 5PM MT | 6PM CT | 7PM ET

Join industry experts Adam Gante, Wesley Gehman, and Edwin Acevedo for an exclusive SEO webinar. Learn the secrets of search engine optimization and boost your digital presence.

SEO Data Dive Workshop

Date: Wednesday, August 6th

Time: 4PM PT | 5PM MT | 6PM CT | 7PM ET

Take your marketing skills further with a hands-on workshop led by Dr. Lauren Bellflower, WGU Faculty Advisor and experienced marketer. Practice real SEO analysis using Google Analytics demo tools in an interactive session designed to build your confidence and expertise.

Fall 2025 Career Event

Get ready to elevate your professional journey! Whether you're a student launching your career or a seasoned professional seeking new opportunities, this comprehensive career event is designed to empower you with the tools and connections you need for success.

Stay tuned and register early to secure your spot in these valuable learning opportunities!

Event details provided by AMA WGU Student Chapter announcements

visit [wgu.edu/ama](https://www.wgu.edu/ama)
for more information

www.wgu.edu/ama