ANA | Marketing Training & Development Center

LEHMAN COLLEGE
School of Business

Get real-world training with the Certificated ANA Marketing Student (CAMS) certificate program.

Lehman College has teamed up with the world's largest marketing trade organization, the ANA, to enhance your education in marketing.

The CAMS certificate program provides real-world practitioner-led training by the ANA's faculty and covers the marketing process from understanding the customer, creative briefing and evaluation, and brand-building to brand activation and marketing implementation across digital and analytic applications. The program is a self-paced, online program that offers courses with various levels of interactivity and lengths to fit into your busy schedule. By the end of this program you'll have the knowledge needed for today's multi-faceted marketing student as well as the skills for a future career in marketing.

TO EARN YOUR CERTIFICATE YOU MUST:

1. Be a current Lehman College undergraduate marketing (or closely related major) student with an @lc.cuny.edu email address.

2. Complete the 17-hour, 10-course on-demand program.

3. Complete and pass the certificate assessment.

TO REGISTER:

- Visit the ANA website at **ana.net** to log in and create a new account.

- You must use your @lc.cuny.edu email address.

- Go to the CAMS program description page, **ana.net/CAMSCERTP**, to register.

- Use the **CLCEDU** special code during registration. CAMS is complimentary.

- Once registered, you will receive a confirmation email.

Certificated ANA Marketing Student

You will only be able to access the CAMS program on the ANA website at **ana.net/CAMSCERTP** when you log in with your credentials (see ACCESS COURSE button to view the program).

Please refer to your marketing department for any completion requirements.

Once CAMS is completed you will receive your Certificated ANA Marketing Student (CAMS) Certificate of Completion on the course page and a digital badge from the ANA.

To learn more about the Certificated ANA Marketing Student program visit ana.net/CAMSCERTP or contact us at CAMS@ana.net.