

## Membership Options and Benefits

We invite you to join the iSMA through this website or through one of our member associations, giving you membership in both iSMA and your regional association:

- [Australian Association of Social Marketing](#)
- [European Social Marketing Association](#)
- [Pacific Northwest Social Marketing Association](#)
- [Social Marketing Association of North America](#)

You can also join or renew your membership in iSMA directly [Join or Renew Now](#) .

Standard Member – USD 49.95 / Student Member – USD 29.95

(See below for discounts for Low- and Middle-Income Countries)

### Discounts for Members from Low- and Middle-Income Countries

iSMA offers a 90% discount on Standard and Student Memberships to those residing and working in low-income countries and middle-income economies as defined by the [World Bank](#) (2018).

Standard-DEV Member – USD 4.95 / Student-DEV Member – USD 2.95

You can also join or renew your membership in iSMA directly [Join or Renew Now](#) .

### Why Join?

“I am impressed with the growing number of professional social marketers working on all six continents who are helping people to live better lives. The world has always had caregivers but

social marketers represent a new corps of well-trained people who have the knowledge and skill to develop effective social marketing campaigns aiming at improving people's behaviors in their own interest and in the society's interest."

"I joined iSMA because it is seeking to build a community among social marketers to exchange ideas and learnings so that we will all be more effective in the work we do to 'create a better world through marketing'."

*Philip Kotler, S.C.Johnson & Son Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University, Evanston, Illinois*

## Benefits of Joining

The iSMA offers valuable membership benefits, including:

- Free access to iSMA's bi-monthly webinars series (otherwise \$50 each)
- Exclusive, free access to our events calendar and lists of degree and credit courses
- Free access to our news and blog posts, listservs and discussion forums
- Exclusive discounts on conferences, online seminars, and more (e.g.10% discount at the World Social Marketing Conference)
- Discounts on professional journals (e.g. 10% discount on Social Marketing Quarterly)
- Special access to social marketing experts worldwide, through directories, introductions and networking opportunities
- Affiliation with the pioneer professional organization for social marketing world-wide
- Advancement of standards of practice and more widespread recognition, support and utilization of social marketing.

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"I decided to make the most of my iSMA membership, so I signed up for some committee work, too. I'm glad I did. As a student working on my masters' degree, it's been a treat getting a glimpse into the behind-the-scenes workings of a professional organization like iSMA. The focus on innovative social marketing ideas and practices has been very helpful to my thesis work. The committee process of discussing and sharing ideas has also been positive and energizing for me. I think this experience will help me pursue work in social marketing once my studies are complete."

## ISMA Membership

Written by Patrick Cook - Last Updated Monday, July 08, 2019 09:56 AM

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*Tamara Harbar, Masters candidate, University of Waterloo Faculty of Environmental Studies, Waterloo Canada*

"iSMA seamlessly bridges the gap between classes and practical reality. The webinars are informative and provide deeper roots within the social-marketing community. The staff is always courteous. I look forward to growing in my field and with this elite group of social and behavior change marketers.

Sheri Parr, Austin, USA