


[About Us](#)
[Membership](#)
[Chapters](#)
[Events and Education](#)
[Research](#)
[Communities](#)
[Press Room](#)

## EVENTS & EDUCATION

Whether you are new to the field of marketing at retail or a seasoned veteran looking to refresh your knowledge, POPAl offers you the opportunity to take charge of your professional development, and be a responsible owner and manager of your own learning process.

In addition to the numerous articles, web casts and publications POPAl produces, we also offer more quantifiable knowledge resources: the Marketing at Retail Certification (MaRC) Program and the POPAl U series of programs.

### POPAl University

A premiere series of seminars, webinars, and educational sessions that help marketing at retail professionals advance in their career and elevate the industry. It's where ideas are transformed into actionable insights. Whether, entry level or a master, POPAl U is guaranteed to provide you with content that keeps you on top of changes in a very competitive landscape.

- **POPAl U on the Road** - Are you eager to get back into the classroom and access the most ground breaking content? If so, look for POPAl U on the Road seminars that are taking place in your local community. [Learn More >>](#)
- **POPAl U on the Web** - POPAl is dedicated to bringing the latest trends and most insightful knowledge to you through the convenience of your desktop! Register for one of our webinar programs today. [Learn More >>](#)
- **POPAl U Masters Program** - POPAl's Masters Program is an intensive learning opportunity designed for experienced and highly accomplished members of our global marketing at retail community seeking personal career advancement and professional recognition. This two day curriculum designed to help you advance your education and build a community of colleagues to call upon as a lifetime resource. [Learn More >>](#)