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Student Life



**Student Organization Mission Statement Review
September 2011 –AMERICAN MARKETING ASSOCIATION (AMA)**

Along with reactivating in the Fall of 2011, all student groups must submit a Student Organization Mission Statement Review whereby each group reviews the mission statement of the group, communicates revisions and engages in an exercise where the student organization mission statement is correlated to the College's Mission Statement. Please contact the Office of Student Life with any questions or for assistance.

Please submit this electronically to steven_martin@emerson.edu NO LATER than Tuesday, September 20 by 5pm. Please note that in order to be fully reactivated, have access to funding and room reservations, this form must be submitted by the expressed deadline. A follow up review will be included as part of the Spring 2012 reactivation process.

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Emerson College Mission Statement:

Emerson College educates students to assume positions of leadership in communication and the arts and to advance scholarship and creative work that brings innovation, depth, and diversity to these disciplines.

This mission is informed by core liberal arts values that seek to promote civic engagement, encourage ethical practices, foster respect for human diversity, and inspire students to create and communicate with clarity, integrity, and conviction.

**Current Mission Statement/Statement of Purpose
(as printed in the Undergraduate Student Handbook):**

Emerson College's Collegiate Chapter of the American Marketing Association, known as American Marketing Association at Emerson College, is an international organization for undergraduate and graduate students who wish to be involved in the marketing communications field. The main objectives of our chapter are: To enhance student education through a variety of marketing workshops, speaker series, and seminars; To assist in the development of members' professional skills; To provide members with opportunities to interact with other collegiate chapters in the Boston area and to provide networking opportunities to our members.

Please answer the following questions. Please provide specific examples or anticipated plans. If you believe your group does NOT expressly or clearly support the mission statement of Emerson College, please note strategies you will employ this semester to do so.

1. What events/activities/processes/services/guiding principles/philosophies does your group engage in that **promotes civic engagement**?
The main philanthropy for AMA chapter's nation-wide is AMA Saves Lives. This project aims to increase awareness for the importance of organ donation. Last year our chapter held a small catered networking event to encourage people to register as organ donors in their home states. The event generated 36 new register donors. This year we plan to host a larger scale event via a dinner and a show setting.

2. What events/activities/processes/services/guiding principles/philosophies does your group engage in that **encourages ethical practices?**

The basis of basic marketing practice is rooted in sound ethical behavior. The AMA national office requires all chapters to operate under the following outlined code of ethics:

<http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx>

3. What events/activities/processes/services/guiding principles/philosophies does your group engage in that **fosters respect for human diversity – specifically, what does your group do to create a culture of inclusion?**

Event though our organization is geared towards marketing enthusiasts, it is not exclusive. We welcome all majors. A big goal of mine coming in a president last year was to expand the membership to new audiences beyond the marketing department. A lot of outreach to not only the Emerson community has taken place, but also outreach to other college communities. Marketers are only as good as their networks of contacts. Therefore we emphasize with our members the importance of meeting and fostering relationships with new people.

4. What events/activities/processes/services/guiding principles/philosophies does your group engage in that **inspires students to create and communicate with clarity, integrity and conviction?**

All of our workshops and guest speakers emphasize all of these communication principles. Marketing is not successful without great verbal and written communication skills so we focus most of our attention to this issue.

5. What are three goals your organization has set for itself to achieve in the 2010-2011 academic year?

1. To create greater unity among the marketing/business organizations on campus to better serve students interested in these fields. More collaborative events and open discussion. We touched on this last year by forming an unofficial marketing president council, but I would to create something more legitimate.

2. Continue to educate our members about the importance of organ donation via AMA Saves Lives. Then educate the Emerson community at large with a large-scale event.

3. Work with the marketing department to make AMA more of a supplement to the current marketing communications program rather than overlapping topics. What is learned in the classroom is priority one, but I hope we can act as a additional source. Partnering with professors to offer workshops that touch on topics covered in class that week.