

American Marketing Association Emerson

AMERICAN MARKETING ASSOCIATION at Emerson College CONSTITUTION

Article I: Name Section I: 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 field.

Article II: Purpose Section I: 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 and professional American Marketing Association chapters
- To provide networking opportunities to our members

Article III: Membership Section I: Membership Requirements Members are required to be a full-time student at Emerson College and maintaining a GPA of 2.0. Members are obligated to attend meetings and events regularly based on the discretion of the VP of Membership. In order to be an official member of the national American Marketing Association organization, the participant is required to pay national student dues. However, a member may participate in the Emerson Collegiate Chapter without paying dues.

Section II: Member Resources

As an official AMA collegiate member, the participant will gain access to a number of highly valuable resources such as:

Marketing News:

- AMA Collegiate Members receive eight print issues annually and can access all 26 issues and archives online.

MarketingPower.com and the AMA Member Resource Center:

- Strategic Marketing Forum deal with the concerns of aspiring and practicing chief marketing officers with insights from experts.
- Industry Information has sections containing marketing information relating to: technology; healthcare services; business-to-business, consumer, and global marketing; and higher education.
- Knowledge Center contains past issues of Marketing Matters and Marketing News along with white papers, research studies, and information from various AMA events.

Collegiate Connection:

- This quarterly newsletter features articles from recent college graduates, industry updates, career development information, and chapter management articles and tips.

AMA Career Center:

- Job postings, resume assistance, helpful articles. Education and Networking: Being an AMA member means joining a network of nearly 13,000 collegiate and 25,000 professional marketers.

International Collegiate Conference:

- Over 1,000 of the best and brightest undergraduate marketing students gather for three days of learning and networking at this annual event for AMA collegiate members only.

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- Chapters and individuals can earn recognition, hear presentations from a range of marketing experts, participate in leadership training and networking events, and gain valuable career information.

AMA Conferences & Seminars:

- The AMA offers a yearlong series of over 30 specialty conferences, workshops, and hot-topic seminars. Collegiate members can attend at a discounted rate.

AMA Member roster:

- Network with professionals in your local area or across the continent by searching the online AMA professional member roster.

Case Competition:

- Gain real-world marketing experience and the chance for recognition from industry leaders in this exciting annual contest. Chapter teams tackle a marketing challenge from a corporate sponsor and are rewarded for the best ideas, research, and plans.

Savings:

- AMA Publications. Save up to 45% on subscriptions to AMA magazines, journals, and books.

Bridge Membership:

- Transition from collegiate to professional membership after graduation as a Bridge member and save more than 50% for up to three years.

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Article IV: Name of Executive Board Members Section I: Impeachment Any board member or other elected officer who fails to fulfill the terms of office or to serve for the betterment of the chapter may be removed. Such action shall be effective only upon a majority vote of the board of directors taken at an official meeting called for such purpose.

Section II: Executive Board Duties

PRESIDENT

As the chief executive officer of the collegiate chapter, the president provides leadership and overall direction. Working with the faculty advisor, he/she performs all duties required by the AMA constitution and bylaws. The success of the collegiate chapter depends, to a large extent, on the president's skill as a manager. Planning should begin immediately following the election of chapter officers. Plans should include membership goals, special projects, budget estimates and officer transition for the following year.

EXECUTIVE VICE PRESIDENT

The executive vice president coordinates each committee towards a collective effort and assists the president in directing the collegiate chapter and as such he/she must be aware of chapter goals and objectives. To ensure continuity in chapter management, there must be an open line of communication between the board of directors and the executive vice president. The executive vice president also acts as the President in the President's absence.

VICE PRESIDENT OF COMMUNICATIONS

The vice president of communications maintains the historical records of the chapter. He/She corresponds with members, AMA International Headquarters and the community.

VICE PRESIDENT OF FINANCE

The vice president of finance is responsible for receiving and disbursing funds and managing the financial affairs of the collegiate chapter. The vice president of finance is also responsible for seeking out and executing fundraising activities.

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VICE PRESIDENT OF PROGRAMS AND MEMBERSHIP

The vice president of programs and membership has the responsibility for developing and implementing chapter events. Additional chairpersons may be appointed to handle special programs such as research projects and seminars. Moreover, collegiate chapters prosper through new members, especially freshman and sophomore students. The primary responsibility for growth rests with the vice president of membership and his/her membership committee. The vice president of membership is also responsible for assuring that dues are paid by those who wish to join the national AMA organization.

VICE PRESIDENT OF ADVERTISING AND PROMOTIONS

The vice president of advertising and promotion is responsible for publicizing the events and affairs of the collegiate chapter to the school, community and AMA International Headquarters. Many chapters find that the vice president of advertising and promotion requires a special committee that is familiar with the techniques of advertising and public relations. He/she should also work closely with the vice presidents of communications and programs.

Article V: Advisor Section

ADVISOR The advisor's main role in AMA is to oversee and assist the Executive Board of AMA. He or she should attend as many meetings and events as possible. The faculty advisor should also act as the liaison between the organization and the faculty of the Marketing Department. The advisor should guide members and the Executive Board by answering any questions they may have about the professional marketing industry or the AMA organization.

ELECTION PROCEDURES

In order to be elected as a member of the Executive Board the candidate must have been a member of AMA for at least one semester. All those wishing to be on the Executive Board must write a paragraph to the current AMA Executive Board expressing what position he or she would like to run for and why he or she would be a good candidate.

In April of each academic year a meeting will be held for the election of the officers of the Executive Board. At the annual election meeting those who are running for a position must present a speech to all the members of AMA. After the speech, a written anonymous ballot will take place. The candidate with the majority vote will win and serve for the length of one academic year. If for some reason the candidate is unable to serve for his or her full term interim elections will be held for that position only.

FINANCES

The VP of Finance will be in charge of requesting checks and/or making payments to outside parties for AMA related purchases. In order to request reimbursement for a purchase, after said purchase has been approved by the Executive Board, all receipts must be presented with a written request and presented to the VP of Finance. The VP of Finance will keep a detailed record of all financial transactions of AMA.

AMA strongly believes in gaining the resources necessary to support organization functions; therefore The Emerson Collegiate Chapter of AMA is required to participate in at least one fundraising opportunity per academic year. Additionally, members will be asked to raise the necessary funds to pay for their own membership to the national organization, if they so choose to apply for national membership.

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AMENDMENTS TO THE CONSTITUTION

In order to amend the constitution the person wishing to make the amendment must write what he or she wants to change and why and then provide this to the Executive Board. The Executive Board will then present the written request to the members and a discussion and vote will take place. In order to make the change a two-thirds majority vote must occur.