

American Marketing Association Constitution



Preamble

Whereas we believe that a group of college students interested in the field of Marketing should organize for mutual benefit, we hereby establish a collegiate chapter of the American Marketing Association at Eastern Connecticut State University. Our goal is to develop the Eastern Chapter of the AMA into one of the most predominant, resourceful, and involved organizations on campus through bringing professional guest speakers to campus, fundraising to support AMA events, taking part in educational events, and performing community service.

Article 1. Purpose

Section 1. The purpose of the American Marketing Association collegiate chapter shall be as follows:

- a. To foster scientific study and research in the field of marketing
- b. To improve the methods of techniques of marketing research
- c. To develop better public understanding and appreciation of marketing issues
- d. To improve marketing personnel
- e. To record progress in marketing through the publication of a chapter plan and annual report
- f. To encourage and uphold sound, honest practices, and to keep marketing work on an ethical plane.
- g. To explore future careers in the marketing field through guest speakers, and hands-on pro-bono marketing work within the community.
- h. To promote friendly relations between students, faculty and business professionals.
- i. To develop members' resumes
- j. To provide valuable networking opportunities
- k. To extend membership to students of all majors

Article 2. Non-Discriminatory Statement

“As members of a recognized student organization at Eastern Connecticut State University, we admit students to our organizations without regard to race, age, religion, color, gender*, disability, sexual orientation, national or ethnic origin. All rights, privileges, programs, positions, and activities generally accorded or available to our organization are equally available to each member of our organization.”

{*Fraternities, sororities, and single-gender independent organizations are exempt from the “gender” provision listed in the above statement.}

Article 3. Membership

Section 1. Membership shall be open to all students interested in our purpose

Section 2. All members must be willing to pay their membership dues upon entrance into the organization in order to be considered an active member of the group.

Section 3. All members are to attend every meeting, and if for any reason a meeting must be missed, they must notify a member of the Executive Board.

Section 4. All members are to participate in fundraisers, community service, meetings and any other AMA hosted event.

Section 5. If any member shows no contribution to events and fails to attend meetings, the rest of the members and Executive Board have the right to vote to terminate that person's membership.

Article 4. Meetings

Section 1. A regular meeting time will be established based on availability of all members and the Faculty Advisor

Section 2. The Executive Board will hold additional meetings consisting of only Executive Board members and the Faculty Advisor (if he/she can attend). All Executive Board meetings are to be called by the President as they deem them necessary. All Executive Board members must be in attendance, if any officers are unable to attend they must notify the president immediately.

Section 3. The President and Executive Board will create a meeting schedule at the beginning of each semester with the correct time, date and place of the meetings. The times, place, and dates of meetings are subject to change if need be. The President will notify members of any scheduled meeting time, place or date no later than two days in advance.

Section 4. The meetings will not begin until president, or any other officer in charge states the meetings has begun.

Section 5. Any member of the organization can call a meeting if need be

Article 4: Executive Board

Section 1. The executive board shall be comprised of the Faculty Advisor, President, Executive Vice President, Treasurer, Secretary, Director of Fundraising, and Director of Communications.

Section 2. The Executive Board shall be elected in the spring each year to serve the following year. In the event that an Executive Board members leaves the group in the middle of term for

whatever reason, a another officer will be elected in their place immediately. The Faculty Advisor will be chosen as stated in Article 5.

Section 3. All elected officers shall be chosen by secret ballot, and nominations shall be made from the floor. The candidates receiving a plurality of all votes cast shall be elected.

Section 4. Any board member or other elected officer who fails to fulfill the terms of office or to serve in an agreed upon official capacity may be removed. Such action shall be effective only upon a majority vote of the executive board taken at an official meeting called for such purpose.

Article 4. Duties of the Executive Board

Section 1. The President' duties shall be to preside at all meetings, to appoint all special committees, to delegate duties to officers, to approve all planned events and fundraisers, and to oversee all functions of the organization.

Section 2. The Executive Vice-President shall perform the duties of the President in the President's absence. In the event of vacancy of the Presidency, the Executive Vice-President shall succeed to the Presidency. General duties include, working with the committees appointed by the President to see to it that they run properly and to assist all other officers with special tasks and events.

Section 3. The Secretary shall keep all records, except financial, handle written correspondence, calendar of events for the year, updates contact lists, helps organizes all planned events and the documents that are included. In addition will perform such other related duties as the President delegates, and prepare a written report of each meeting which will be distributed to the necessary persons on and off campus.

Section 4. The Treasurer shall work closely with the Director of Fundraising in collecting AMA dues or any other monetary exchange that may take place within the group. They are responsible for making all necessary expenditures when authorized by the President and Faculty Advisor, keeping financial records and submitting a written financial report which will be included in the Annual Report to be submitted for the International Collegiate conference due by the end of February. They are in charge of handling all planned trip expenses closely with the President and Vice-President. They will perform such related duties as delegated by the President.

Section 5. The Director of Fundraising shall plan and execute all fundraisers with the approval of the President and the consensus of the members. They will create a fundraiser schedule for the year and will write a written report summarizing profit made and expenses for the Annual Report to be submitted by the end of February for the International Collegiate Conference. The Vice-President and Treasurer will collect all the money from the fundraisers, not the Director. The Director of Fundraising will perform related duties as delegated by the President.

Section 6. The Director of Communications is in charge of recruiting new members, AMA advertising flyers, Newsletters, Guest Speaker events, charities, community service planning and executing. In addition, will conduct marketing research and member surveys in order to get an

estimate of how productive our organization is, and how satisfied our members are. The results will be graphed and summarized by the end of February in order to be included in the Annual Report year to be submitted to the International Collegiate Conference.

Article 5. Faculty Advisor

Section 1. The administration of the university shall appoint a Faculty Advisor who will be the personal representative of the administration. The Faculty Advisor must be a professional member of the American Marketing Association and a member of the university faculty.

Section 2. The advisor will serve for at least one full school year, shall attend the meetings of the collegiate chapter, and shall aid and advise the group on matters under consideration.

Section 3. The Faculty Advisor shall not be responsible for the continuity of records and other property of the collegiate chapter; this is the responsibility of the President and Vice-President.

Section 4. Additional faculty members may be asked to join the appointed Faculty Advisor whenever the tasks involved make it feasible to have additional faculty representation.

Section 5. The Faculty Advisor shall be the official contact with the American Marketing Association headquarters.

Section 6. The Faculty Advisor or another member of faculty (in the absence of the Advisor) will accompany the organization to the Annual Collegiate Conference as well as any other planned trips.

Article 6. Disbursement of Funds

Section 1. Funds are to be raised by fundraisers, or any member donations

Section 2. Funds are to be used for the exclusively for the American Marketing Association Chapter. Any member found doing otherwise, will have their membership terminated and will be reported to the University Administration.

Section 3. The Treasurer is to update the members and the Executive Board about the organizations funds at every meeting, as long as an accurate amount is available.

Article 7. Committees

Section 1. There shall be the following standing committees: The Executive Board

Section 2. The Executive Board, which will consist of all the elected officers and the advisor, shall decide on the policies of the group, as well as aid and advise the President of their duties.

Section 3. The President shall appoint any other committees as demand necessary at any time.

Article 8. Records

Section 1. The records of the Eastern Connecticut State University American Marketing Association collegiate chapter shall consist of minutes book, membership records, event records, and financial records, as well as any other such records the chapter deems necessary.

Article 9. Bylaws and Amendments

Section 1. The constitution, together with the bylaws, shall constitute the operating basis of the chapter

Section 2. The constitution may be amended by a majority vote of the members present, with proper notification having first been given to the entire membership.

Section 3. Bylaws may be added or amended by majority vote of the members present, with proper notification having first been given to the entire membership.

BYLAWS OF THE AMERICAN MARKETING ASSOCIATION AT EASTERN CONNECTICUT STATE UNIVERSITY COLLEGIATE CHAPTER

Number 1. A copy of the constitution of Eastern Connecticut State University's collegiate chapter shall be provided for each member of the executive board. The constitution will be reviewed annually to ensure that it is keeping with the needs and activities of the collegiate chapter.

Date approved by the chapter: _____

Signature of the Faculty Advisor

Signature of the President

Signature of the Vice-President

Signature of the Secretary

Signature of the Treasurer

Signature of the Director of Fundraising

Signature of the Director of Communications