

Rec. 4/2/07
M. Quinn

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 which shall be known as the Indiana Wesleyan University American Marketing Association.

Article I. Purpose

Section 1. The purpose of the Indiana Wesleyan University Collegiate Chapter of the American Marketing Association shall be:

- a) To foster scientific study and research in the field of marketing
- b) To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles.
- c) To improve the methods and techniques of marketing research
- d) To develop better public understand and appreciation of marketing problems
- e) To study and discuss legislation and judicial decisions regarding marketing
- f) To improve marketing personnel
- g) To record progress in marketing through the publication of outstanding papers
- h) To encourage and uphold sound, honest practices, and to keep marketing operations on a high ethical plane
- i) To promote friendly relations between students, faculty, and business people
- j) To improve knowledge of how a Christian Worldview positively impacts marketing

Article II. Membership

Section 1. Membership shall be open to students of any major who are interested in marketing and any other individuals who are approved by the board of directors.

Section 2. Any individual approved for membership must become a member of the National American marketing Association based out of Chicago.

Article III. Board of Directors

Section 1. The board of directors shall be the faculty advisor, president, vice president of membership and communication, vice president of financial affairs, vice president of programming, vice president and advertising and promotion, vice president of public relations, and vice president of marketing integration, as well as any other officers deemed necessary by the collegiate chapter.

Section 2. The board of directors and the chapter officers shall be elected in the spring of each year to serve the following year (affective the last day of the fiscal school year). The faculty advisor shall be chose as provided in Article V.

Section 3. All elected officers shall be chose by an application and interview process with the faculty advisor, president, and any other vice presidents deemed necessary.

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 board of directors taken at an official meeting called for such purpose.

Article IV. Duties of the Board of Directors

Section 1. The president's duties shall be to preside at all meetings, to appoint all special committees, and to be the chairperson of the board of directors. The president is the head manager and overseer of the AMA. It is the president's responsibility to oversee all projects and activities. The president is central to all the internal and external communication through the AMA.

Section 2. The vice president of membership and communication is responsible for keeping records of all the meetings and the attendance of AMA members. The vice president of membership and communications develops plans to reach new members and keeps the account information of all the current members and their membership fees. Through various resources, the vice president of membership and communications keeps a constant flow of internal communication to members and is ultimately the one who connects the president to new members.

Section 3. The vice president of programming plans any occasion that requires membership involvement. All membership events and logistics are carried out through the vice president of programming. Arrangements of meeting venues, activities, speakers, and organization outings are composed through the vice president of programming.

Section 4. The vice president of advertising and promotions is heavily responsible for all the advertisements and promotions to the student body and IWU business majors about the AMA. Additionally, the vice president of advertising and promotions creates all the advertisements targeted towards existing membership about AMA events. Lastly, the Vice President of advertising and promotions assists the vice president of programming in the organization of events and creates general enthusiasm towards those events.

Section 5. The vice president of financial affairs keeps track of all cash flow related items and logistics. Vice president of financial affairs is responsible for the composition of the Student Government Organization budget and manages the AMA organizational account in addition the second AMA account with the Division of Business at IWU. Lastly, the vice president of financial affairs is responsible for the stewardship of all AMA funds.

Section 6. The vice president of public relations is responsible for how the organization is displayed internally and externally. The vice president of public relations is the representative for AMA when and wherever AMA representation is needed. He/She attends the weekly Student Government Organization meetings in order to attain AMA organization status and funding. In addition, the vice president of public relations produces the year end Annual Report, updates the AMA Constitution, and assists the vice president of marketing integration with web content and ideas. Lastly, she is responsible for the weekly Power Points for the membership meetings.

Section 7. The vice president of marketing integration heads off all the web design for the American Marketing Association. The vice president of marketing integration constantly keeps the website up to date and an easy resource for other officers, members, and outside entities who are interested in the IWU American Marketing Association. The vice president of marketing integration also assists in the organizations graphic design needs.

Article V. Faculty Advisor

Section 1. The administration of the college/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 Association. In schools, where the chapter may select its own advisor, this should be done in conjunction with and approved by the administration of the college/university.

Section 2. The board of directors, which consists of all the elected officers and the advisor of the collegiate chapter at Indiana Wesleyan University, shall decide on the policies of the group, as well as aid and advise the president of his/her duties.

Section 3. The membership committee, under the supervision of the vice president of membership, shall enlist all eligible persons desiring to join the IWU – American Marketing Association Collegiate Chapter, and perform such other related duties as the president shall delegate.

Number 3. A copy of the constitution of the IWU American Marketing Association Collegiate Chapter shall be provided for each member of the board of directors. The constitution will be reviewed annually to ensure that it is keeping with the needs and activities of the collegiate chapter.

Number 4. The number, location and times of meetings shall be determined by the board of directors. Notice of all such meetings shall be posted or sent in writing to all members not less than five days in advance of the date set for the meeting.

Article IX. Organization Agreement

Section 1. The organization agrees to abide by the policies and responsibilities for student organization as outlined by IWU. Furthermore, this organization agrees to adhere to all Indiana Wesleyan University standards, and serve as a redemptive force for Biblical truth in activities and interactions.

Date Approved by the Chapter: _____

Submitted By

Name of Vice President of Public Relations

Name of President

Signature of Vice President of Public Relations

Signature of President

Name of Faculty Advisor

Signature of Faculty Advisor

Section 4. The program committee, under the supervision of the vice president of programs shall arrange programs for the IWU – American Marketing Association Collegiate Chapter and perform such other related duties as the president shall delegate.

Section 5. The president shall appoint any other committees as deemed necessary.

Article VI. Committees

Section 1. There shall be the following standing committee: the board of directors.

Section 2. The board of directors, which consists of all the elected officers and the advisor of the collegiate chapter at Indiana Wesleyan University, shall decide on the policies of the group, as well as aid and advise the president of his/her duties.

Section 3. The president shall appoint any other committees as deemed necessary.

Article VII. Records

Section 1. The records of the Indiana Wesleyan University Collegiate Chapter shall consist of a minutes book, membership records, and financial records, as well as any other such records as the chapter deems necessary.

Article VIII. 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 a majority vote of the members present, with proper notification having first been given to the entire membership.

Bylaws of the IWU – American Marketing Association Collegiate Chapter

Number 1. The collegiate chapter will be responsible for renewing its charter with the American Marketing Association each year. Upon notification by the Association, the chapter will submit the following to renew its affiliation:

- Ten American Marketing Association student member minimum
- Collegiate Chapter Officer Report Form
- Chapter Plan
- Annual Report
- Update of the Chapter Constitution
- Other items as required by the Association

Number 2. IWU-American Marketing Association Collegiate Chapter's dues shall be \$39.00 per year, paid to the vice president of finance, whose responsibility it will be to hold the collegiate chapter dues, and send the accurate amount to the AMA Headquarters with correlating membership applications, Checks may be made payable to the American Marketing Association.