

AMA COLLEGIATE CHAPTER CONSTITUTION FOR IOWA STATE UNIVERSITY

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 Iowa State Marketing Club.

ARTICLE I – PURPOSE

SECTION 1. The purpose of the Iowa State 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 understanding 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.

SECTION 2. Statement of Compliance: The Iowa State Collegiate Chapter of the American Marketing Association abides by and supports Iowa State University policies, State and Federal Laws and follows local ordinances and regulations.

Our Iowa State Collegiate Chapter agrees to annually complete President's Training, Treasurer's Training and Advisor Training (if required)

SECTION 3. Iowa State University and Iowa State Collegiate Chapter of the American Marketing Association do not discriminate on the basis of race, ethnicity, sex, pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information or status as a U.S Veteran

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 is encouraged become a member of the American Marketing Association. The club must maintain at least 10 active American Marketing Association Members.

SECTION 3. Members must pay dues and attend the majority of all meetings to remain in good standing with the chapter.

SECTION 4. Iowa State University and Iowa State Collegiate Chapter of the American Marketing Association do not discriminate on the basis of race, ethnicity, sex, pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information or status as a U.S Veteran

ARTICLE III – BOARD OF DIRECTORS

SECTION 1. The board of directors shall be the faculty advisor, president, vice president, director of communications, director of finance, director of programs, director of membership, director of advertising and promotions, and director of web & social media, 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. The faculty advisor shall be chosen as provided in Article V.

SECTION 3. All members interested in becoming an officer must meet academic requirements as established by the Student Organization Recognition Policy. ALL officers of this organization must meet the following academic requirements:

(a) Be in good standing with the university and enrolled: at least half time (six or more credit hours), if an undergraduate student (unless fewer credits are required to graduate in the spring and fall semesters) during the term of office, and at least half time (four or more credits), if a graduate level student (unless fewer credits are required in the final stages of their degree as defined by the Continuous Registration Requirement) during their term of office.

(b) Have a minimum cumulative grade point average (GPA) as stated below and meet that minimum GPA in the semester immediately prior to the election/appointment, the semester of election/appointment and semesters during the term of office. For undergraduate, graduate, and professional students, the minimum GPA is 2.00. In order for this provision to be met, at least six hours (half-time credits) must have been taken for the semester under consideration.

(c) Be ineligible to hold an office should the student fail to maintain the requirements as prescribed in (a) and (b).

SECTION 4. 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 casted shall be elected.

SECTION 5. 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. Sara Martin is the President for the 2012-2013 academic year.

SECTION 2. The 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. They shall also encompass the duties of a director of communications. He/She shall keep all records, except financial, handle written correspondence, perform such other related duties as the president delegates, and prepare a written report of each meeting which will be read at the next meeting. He/she will be responsible for compiling and editing the annual reports submitted to the American Marketing Association each year. This person will also hold any risk management officer duties. The role of the risk management officer is [a] to recommend risk management policies or procedures to State Collegiate Chapter of the American Marketing Association, [b] to submit documentation to ISU's Risk Management Office and [c] to ensure that Risk Mgt. procedures are implemented at all of the orgs. events. Brett Byriel is the Vice President for the 2013 spring semester.

SECTION 3. The director of finance shall collect all collegiate chapter funds and deposit them in an account on behalf of the collegiate chapter of the American Marketing Association. He/she shall work closely with the director membership in collecting the AMA dues. He/she will be responsible for making all necessary expenditures when authorized by the president and faculty advisor, keeping financial records, and submitting a written financial report to the collegiate chapter

at the last regular meeting of each semester. He/she will perform such related duties as the president shall delegate. Laura Edgmond is the Director of Finance for the 2012-2013 academic year.

SECTION 4. The director of membership shall provide an AMA student membership application to all potential student members. He/she shall check each application for accuracy, making sure all information requested is given and keep accurate membership records. In accordance with the chapter's determined goals, he/she shall conduct an active and aggressive membership campaign. Tess Richardson is the Director of Membership for the 2012-2013 academic year.

SECTION 5. The director of programs has responsibility for developing, recommending, and implementing programs for the collegiate chapter. Additional chairpersons may be appointed by the president to handle special programs such as projects and seminars. Alison Lawler is the Director of Programs for the 2012-2013 year.

SECTION 6. The director of events will conduct all events that do not fall under normal meetings. This can range from events hosted by AMA, network events, seminars, or any other planned events as assigned by the president. Jessica Freund is the Director of Events for the 2012-2013 academic year.

SECTION 7. The director of advertising and promotion is primarily responsible for promoting the events and affairs of the collegiate chapter to the school, community, and AMA Headquarters. Cerella Carlson is the Director of Advertising for the 2012-2013 academic year.

SECTION 8. The director of web and social media will be responsible for maintaining all appropriate web platforms. The website, along with social media, is meant to keep members informed of upcoming meetings, relevant marketing news, and may be used as a means to reach out to potential members. Additional duties may arise as new websites develop. Josie Gooder is the Director of Web and Social Media for the 2012-2013 academic year.

ARTICLE V – FACULTY ADVISOR

SECTION 1. The faculty advisor must be a professional member of the Association.

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

SECTION 3. 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 4. The faculty advisor shall be the official contact with the American Marketing Association Headquarters.

SECTION 5. The advisor should ensure that the organization is operating in conformity with the standards set forth by Iowa State University and Student Activities Center.

SECTION 6. The advisor shall be voted on each semester by the board of directors of the organization and will remain the advisor if a simple majority is held. In the event of a tie the Dean of the College of Business will be asked to make the deciding vote.

SECTION 7. If an impeachment or removal of an advisor needs to take place a written request will first go through the President of the club. This person shall then pass this along to the marketing department chair. If the department chair finds just cause in the request him as well as the board of directors will hold a vote. 2/3 majority necessary to impeach or remove any advisor. The person up for impeachment or removal may speak at the final vote.

SECTION 8. If an advisor needs to be replaced we will first go to the head of the department and marketing and ask for recommendations. From these recommendations we will ask the appropriate professors if they would be interested in becoming our advisor. From the pool of candidates who say yes the board of directors will interview each candidate and then hold a vote. Whoever wins a simple majority vote shall hold the advisor position.

ARTICLE VI – COMMITTEES

SECTION 1. There shall be the following committees when applicable: the board of directors, the promotional committee, and event planning committee.

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

SECTION 3. The promotional committee, under the supervision of the director of advertising, will help design flyers, recruit additional members, and perform other related duties as the president assigns.

SECTION 4. The event planning committee, under the supervision of the director of programs shall arrange programs for the Iowa State 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 VII – RECORDS

SECTION 1. The records of the Iowa State 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.

SECTION 2. If the organization should dissolve for any reason the funds remaining in the bank account should be given to the College of Business to do as they seem fit.

SECTION 3. Semester dues are \$15 per semester along with payment to the American Marketing Association to become a member. Dues will be collected at meetings by the treasurer and will be deposited 48 hours within receiving them.

SECTION 4. All monies belonging to this organization shall be deposited and disbursed through a bank account established for this organization at the Campus Organizations Accounting Office and/or approved institution/office (must receive authorization via Campus Organizations Accounting Office). All funds must be deposited within 48 hours after collection. The Adviser to this organization must approve and sign each expenditure before payment.

ARTICLE VIII – BYLAWS AND AMENDMENT

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

SECTION 2. The constitution may be amended and subsequently ratified at any time, with the unanimous approval of the President, Vice President, Treasurer, and with a simple majority vote of the members present, with at least one week 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 at least one week notification having first been given to the entire membership.

SECTION 4. Ratified amendments to this Constitution must be submitted to the Student Activities Center within 10 days.

BYLAWS OF THE IOWA STATE COLLEGIATE CHAPTER

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

- * 10 AMA student member minimum
- * Collegiate Chapter Officer Report Form
- * Chapter Plan
- * Annual Report
- * Update of the chapter constitution
- * Other items as required by the Association

These items are considered to be AMA policy and must be included in the constitution and followed by the collegiate chapter.

NUMBER 2. Iowa State Collegiate Chapter's local dues shall be \$15 per semester and the annual AMA Collegiate dues, paid directly to the American Marketing Association through online application. The director of finance will be responsible for ensuring members pay dues to both organizations.

NUMBER 3. A copy of the constitution of the Iowa State Collegiate Chapter shall be provided for each member of the board of directors. The constitution will be reviewed annually to ensure that it is in 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.