



AMERICAN MARKETING
ASSOCIATION AT
INDIANA UNIVERSITY

MEMBERSHIP PACKET 2018-2019

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What is AMA?

AMA Nationally

The American Marketing Association is a professional association for marketers with over 30,000 members. It has 76 professional chapters and 250 collegiate chapters across the United States and is continuously growing. As the global leader in marketing knowledge, the American Marketing Association hosts a broad range of conferences, trainings, and events catering to marketers, researchers, and academicians in all stages of their careers. Collegiate members receive the incredible opportunity to join an international network, access exclusive industry news and research, apply for job listings, and even attend national events.

AMA at IU

The American Marketing Association at Indiana University is the all-encompassing marketing organization devoted to educating and empowering members through hands-on experience and professional development to prepare them for their future careers. Our members have countless opportunities, including but not limited to:

- Gaining hands-on experience through consulting projects and case competitions
- Networking with marketing professionals and representatives from our corporate partners
- Learning from guest speakers on topics such as digital marketing, brand management, and consumer behavior
- Building their résumé by serving in a leadership position or on a committee
- Earning national AMA certifications in areas such as Marketing Research and Sales
- Volunteering at the Kelley Marketing Career Fair
- Attending the AMA International Collegiate Conference in New Orleans

Types of Events

Networking Roundtables: Formal speed-networking with recruiters from top firms

Speaker Series Events: Professionals with a wide range of experience share insights on specific topics

Social Events: Everything from brunches on Kirkwood to coloring in Hodge Hall
Workshops: Hands-on learning about topics such as interviewing, social media marketing, and graphic design

Lunch & Learns: Enjoy a nice lunch while learning about a marketing topic from one of our corporate partners

Company Treks: Trips to visit top companies' offices and network with representatives

AMA Banquet: A year-end celebratory banquet, commemorating everything that our members have accomplished during the year

When are Events?

Events are typically held on Tuesday nights at 7pm. Some events, like Workshops and Networking Brunches, are held on Fridays during the day. Sometimes, special events such as Etiquette Dinners and Socials are held on other nights of the week. As events are finalized with dates, times, and locations, they are added to our public calendar, available at <http://tinyurl.com/IUAMAcalendar>.

Becoming a Member

Thank you for your interest in joining our organization! Becoming a registered member is an easy process. The deadline to complete this process is Monday, September 10th at 8PM. We recruit new members at the beginning of every semester, so if the deadline has passed you can follow us on social media to stay up-to-date on when registration begins again! Though attending our Callout or speaking to one of our representatives at the Kelley Carnival or other involvement fairs is useful in understanding what being a member in AMA entails and how to get involved, it is not required to join.

Chapter Registration Form

Our chapter requires a quick form meant to collect basic information from you such as your name, email, and major. In addition to these questions, we also ask about your interests in marketing. This allows us to better understand our new members and plan programming and events that benefit them. There will also be a section to include your national Member ID# and expiration date, which you receive when you confirm your national dues payment.

IU Chapter Dues

Our collegiate chapter collects a small dues fee to help cover the cost of food, merchandise, and programming. This must be paid, in cash, by the registration deadline. Members joining in the fall semester owe \$15 for the school year. Members joining in the spring semester owe \$10 for the remainder of the school year.

National AMA Dues

All chapter members must also be registered officially with AMA and pay dues for their national membership. This is done online and is valid for a full calendar year. It must be renewed every year. See appendix for instructions.

Scholarships

We recognise that not everyone has the financial means to cover the cost of registering with AMA nationally. If you wish to become an active member, but the cost of dues is preventing you from joining, we have worked to make some scholarships available. Interested individuals can contact our VP of Membership, directly at indiana.ama@gmail.com, to learn more.



Membership Levels

Title	Requirements	Benefits
Registered	<ul style="list-style-type: none">Applied and acceptedPaid national and chapter dues	<ul style="list-style-type: none">Access to AMA membership benefits onlineInvited to attend meetings
Director	<ul style="list-style-type: none">Applied and acceptedPaid national and local duesEarned a minimum of 8 involvement points	<ul style="list-style-type: none">Access to AMA membership benefits onlineInvited to attend meetingsReceives associate member giftInvited to apply for positions, teams, and other special opportunities
Executive	<ul style="list-style-type: none">Applied and acceptedPaid national and local duesEarned a minimum of 8 involvement pointsServed in a director-level position	<ul style="list-style-type: none">Access to AMA membership benefits onlineInvited to attend meetingsReceives associate member giftInvited to apply for positions, teams, and other special opportunitiesGains valuable leadership experience
Associate	<ul style="list-style-type: none">Applied and acceptedPaid national and local duesEarned a minimum of 8 involvement pointsServed in an executive-level position	<ul style="list-style-type: none">Access to AMA membership benefits onlineInvited to attend meetingsReceives associate member giftInvited to apply for positions, teams, and other special opportunitiesGains valuable leadership experience

Involvement Points

The American Marketing Association at IU encourages all members to attend every event they can and get the most out of their local and national membership. To be considered an active member, members are required to earn 8 points each semester. All events registered for and attended are worth 1 point.

Register for Events

Twice a week, members receive an email newsletter about upcoming opportunities. They also include a link to RSVP for each event. The link will direct members to sign up through Eventbrite. This allows us have an understanding of how many people will attend each event to plan ahead for food, seating, etc. Upon successful registration, a confirmation email will be sent.

Sometimes, for events such as company treks and etiquette dinners that have limited space, there will be an online Canvas quiz that members can submit to check-in. At some events, members will be asked to check-in on a physical check-in sheet. Checking in is important so that members can receive their involvement points and leadership can measure event attendance and report on it.

Check-In

At some events, there will be an online Canvas quiz that members can submit to check-in. At other events, members will be asked to check-in on a physical check-in sheet. Checking in is important so that members can receive their involvement points and leadership can measure event attendance and report on it.

Cancellation Policy

If you cannot attend an event that you registered for on Eventbrite, you must cancel your Eventbrite registration at least 24 hours in advance. If an emergency occurs the day of an event and you can no longer attend, please email indiana.ama@gmail.com to inform us of your absence. Failure to follow this procedure will result in the deduction of one involvement point from your total.

For events such as company treks and etiquette dinners that have limited space and require extensive planning, we ask that members do not cancel unless they have an emergency that prevents them from attending.



Bonus Points

Members can join groups such as our Consulting Teams, Graphic Design Team, or Case Competition Team. Those that participate in these opportunities are able to earn up to 4 bonus involvement points, at the discretion of their group leader.

What to Expect at Events

Location

Most events take place in Hodge Hall, although sometimes testing and increased demand for rooms force us to be flexible. Always check the event description in the newsletter for the latest information.

Time

Events are typically held on Tuesday nights at 7pm. Some events, like Workshops and Networking Brunches, are held on Fridays during the day. Sometimes, special events such as Etiquette Dinners and Socials are held on other nights of the week. As events are finalized with dates, times, and locations, they are added to our public calendar, available at <http://tinyurl.com/IUAMAcalendar>.

Dress Code

Most events will be casual attire, like what you would wear to class. When corporate guests are presenting at a meeting, you please dress in smart casual attire, especially if you are interested in networking with them! In some instances, business professional or business casual attire will be required. You will be informed in the event description if this is the case!

Ettiquitte

Events begin promptly at the start time, so plan to arrive a few minutes early to get settled. At events, please be respectful of our guest speakers and do not use your phone or have laptops open, except if you wish to take notes. Ask thoughtful questions when there is time for Q&A. If you enjoy an event, it is always nice to thank the speaker for their time.

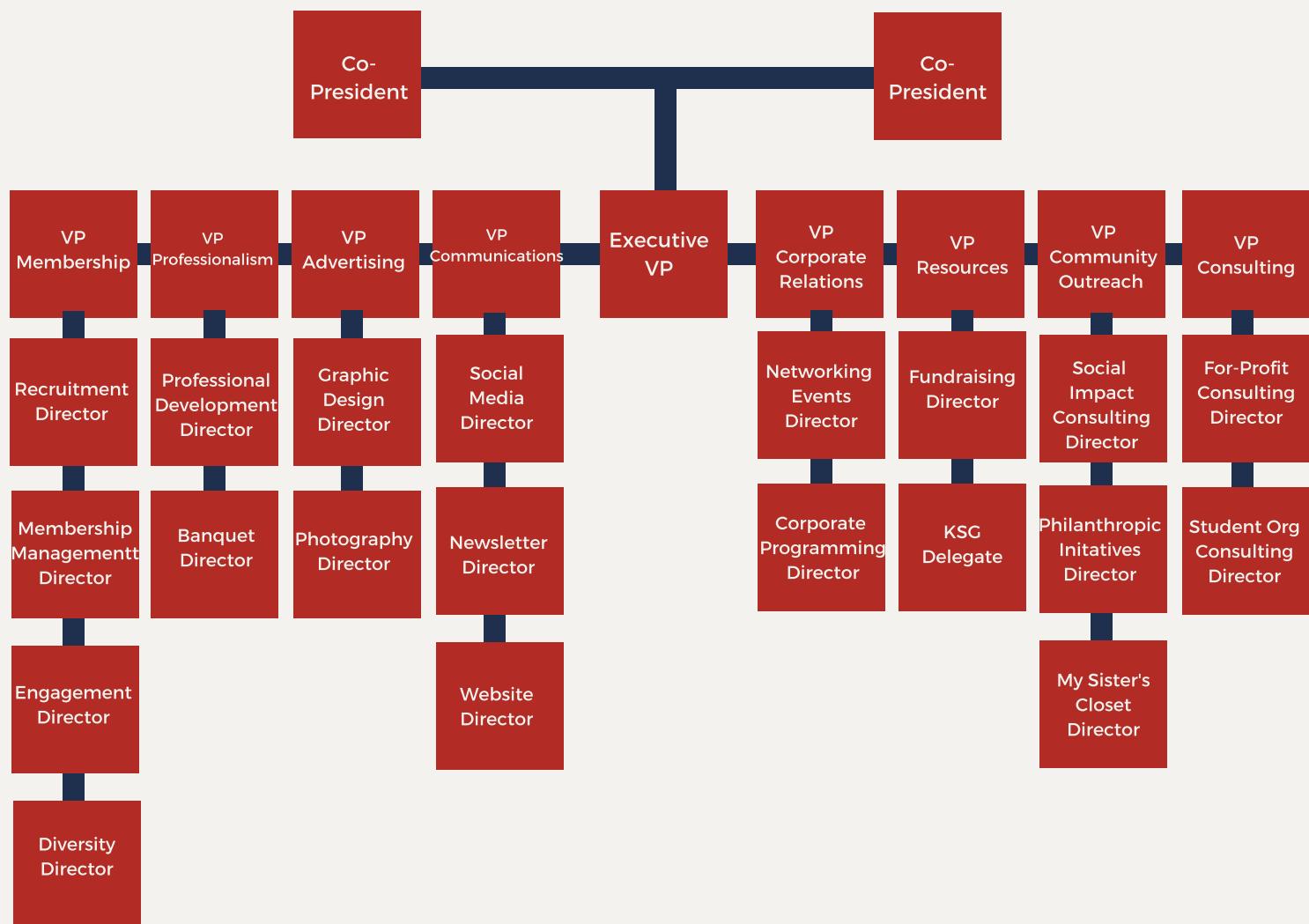
Refreshments

At some events, refreshments will be provided. In the past, we have ordered Baked! Cookies, Noodles & Co, Aver's Pizza, Chick-fil-a, and other favorites. Event descriptions will indicate whether there will be food at a meeting.

Leadership Structure

Our chapter's leadership team is continuously evolving! We have an Executive Board, made up of our Co-Presidents and Vice Presidents. They work on strategic planning and lead our committees. Our Directors serve on these committees, working on specific projects and starting their own initiatives. Some Directors lead groups, such as our Consulting or Graphic Design teams, that fall under these committees.

Holding a position in AMA can assist you in developing leadership skills, grow your personal and professional networks, and give you hands-on marketing opportunities. It also provides you with the exact experience that recruiters look for on resumes and in interviews. Members interested in serving in a leadership position can apply and interview. All positions are year-long, except in the case of study abroad. Because of this, most interviews take place at the end of spring semester to prepare for the coming school year. Applications are sent in our newsletter as positions become available, so be on the lookout!



Communication

Our leadership team communicates with members in a variety of ways! We have a bi-weekly email newsletter, a Canvas page, and a website. IU AMA is also active on Instagram, Twitter, Facebook, Pinterest, and LinkedIn.

If you have a question and are not sure who to contact directly, or your message is regarding your membership, please reach out by emailing us at indiana.ama@gmail.com.

Email Newsletter

Twice per week, AMA sends out an email newsletter to members informing them of upcoming opportunities and deadlines they should be aware of. These contain event descriptions and links that members can use to RSVP for events.

Canvas Page

Once a member has been registered with our chapter, they will be invited to join our Canvas course page. The page will allow members to check-in at meetings via Quizzes, check their involvement points via Grades, see who else is in AMA via People, and access important documents via Files. These documents include our Membership Packet, Presentation Decks from past events, our Annual Report, and other useful information.

Calendar

As event details are finalized, they are added to our public Google Calendar. This is available at <http://tinyurl.com/IUAMAcalendar>. You can sync this to your personal calendar, if you would like, so that you never miss an event!

Website

Our website has more information about us as an organization, blog posts about past events and initiatives, profiles on the members of our leadership team, and our updated corporate partners.

Social Media



American Marketing
Association at
Indiana University



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iuama

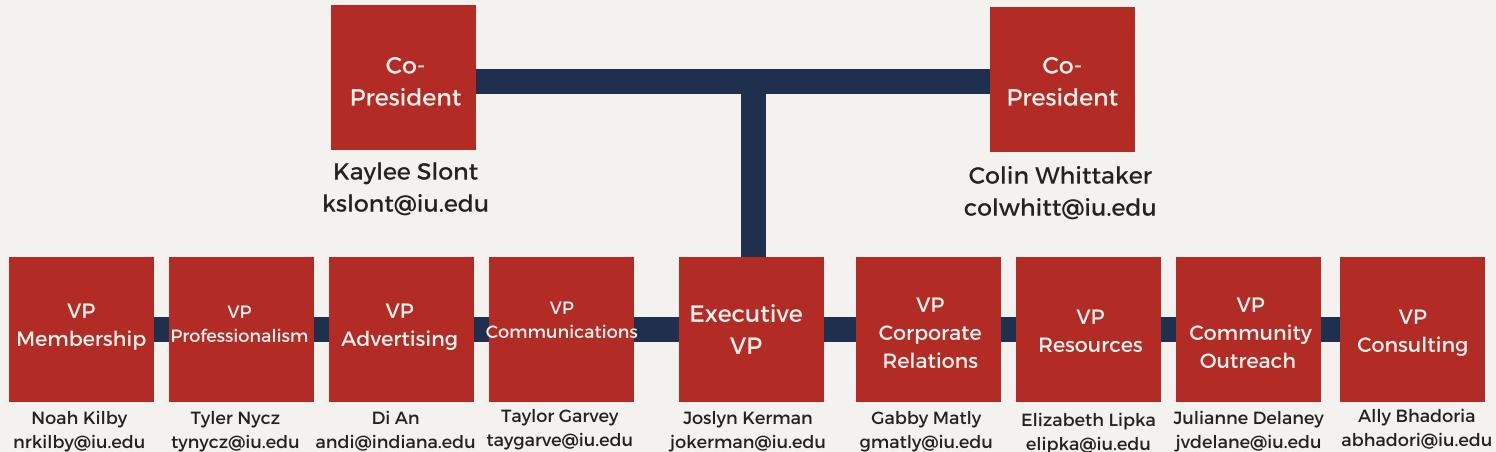


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Contact Information

If you are not sure who to contact directly, or have a question regarding your membership, please reach out by emailing us at indiana.ama@gmail.com.



National Dues Process

New Members

1. Go to ama.org.
2. Choose Become a Member on the right side, underneath member log in.
3. Choose student for the membership type.
4. Create a Log In and Accept AMA Terms and Conditions.
5. Enter in information for your profile, select your primary areas of marketing interest.
6. For reason for membership, select Local Chapter Events.
7. Choose which emails you would like to receive. Click Next.
8. You get publications included with your membership. Feel free to choose a few that sound interesting. Click Next.
9. Choose Indiana.
10. Select Indiana University -Main.
11. Under additional chapters, select Indianapolis and the right arrow key so it shows up on the right. It is \$5. Click Next.
12. Fill out your credit card info and billing info.
13. Do not click "Auto Renew" at the bottom.
14. Click Submit.
15. You will receive a confirmation email. Forward it to indiana.ama@gmail.com. Congratulations! Your membership has been activated.

Returning Members

1. Go to ama.org.
2. Log in to your account.
3. Click on the Membership page. Select renew.
4. Review your information to assure Indy and Indiana University are included.
5. Choose which emails you would like to receive. Click Next.
6. You get publications included with your membership. Feel free to choose a few that sound interesting. Click Next.
7. Select your payment.
8. Fill out your credit card info and billing info.
9. Do not click "Auto Renew" at the bottom.
10. Click Submit.
11. You will receive a confirmation email. Forward it to indiana.ama@gmail.com. Congratulations! Your membership has been activated.