

# AMA-NCSU Collegiate Chapter 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 which shall be known as the AMA-NCSU at North Carolina State University.

## ARTICLE I. PURPOSE

**SECTION 1.** The purpose of the AMA-NCSU 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.

## 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 American Marketing Association.

## ARTICLE III. BOARD OF DIRECTORS

**SECTION 1.** The board of directors shall be the faculty advisor, president, executive vice president, vice president of communications, vice president of finance, vice president of programs, vice president of membership, and vice president of advertising and promotions, 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 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 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.

**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.

**SECTION 3.** The vice president of communications shall keep all written 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.

**SECTION 4.** The vice president 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 vice president of 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.

**SECTION 5.** The vice president 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.

**SECTION 6.** The vice president 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.

**SECTION 7.** The vice president of advertising and promotion is primarily responsible for promoting the events and affairs of the collegiate chapter to the school, community, and AMA Headquarters.

**SECTION 8.** The vice president of archives shall maintain photographic and video records of AMA-NCSU activities, as well as develop and maintain chapter website.

**SECTION 9.** The vice president of sponsorship development and fundraising will seek sponsorships from local businesses and organize fundraising events.

## **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 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 be responsible for the continuity of records and other property of the collegiate chapter.

**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. (However, only one member of the faculty may vote as a board member as indicated in Section 1, that person being the designated faculty advisor.)

**SECTION 5.** The faculty advisor shall be the official contact with the American Marketing Association Headquarters.

## **ARTICLE VI. COMMITTEES**

**SECTION 1.** There shall be the following standing committees: the board of directors, the program committee, and the membership committee.

**SECTION 2.** The board of directors, which consists of all the elected officers and the advisor of the collegiate chapter at North Carolina 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 membership committee, under the supervision of the vice president of membership, shall enlist all eligible persons desiring to join the AMA-NCSU Collegiate Chapter, and perform such other related duties as the president shall delegate.

**SECTION 4.** The program committee, under the supervision of the vice president of programs shall arrange programs for the AMA-NCSU 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 AMA-NCSU 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 AMENDMENT

**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 AMA-NCSU 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:

- \* 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.** The AMA-NCSU Collegiate Chapter's dues shall be \$45 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 AMA Headquarters with correlating membership applications. Checks may be made payable to the American Marketing Association.

**NUMBER 3.** A copy of the constitution of the AMA-NCSU 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.

Date approved by the chapter: \_\_\_\_\_

### SUBMITTED BY

Diane Johnson  
Name of vice president of communications

Draffe  
Signature of vice president of communications

Claudia Kimbrough  
Name of faculty advisor  
Claudia Kimbrough  
Signature of faculty advisor

Anthony Mazza  
Name of president

Anthony Mazza  
Signature of president