

Constitution of American Marketing Association at Indiana University

Preamble

The American Marketing Association at Indiana University (IU AMA) 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.

Article I: Membership

In order to become a member of IU AMA, students must complete a membership application that is reviewed by the Executive Board. If their application is completed with appropriate responses, the student is granted IU AMA membership. Members are required to register with the American Marketing Association and pay their annual dues, along with paying IU AMA dues. Based on the student's completion and submission of the applications and payments, they will be granted membership to IU AMA.

- Different classes of membership and requirements for each

IU AMA has two categories of membership: standard member and gold member. In order to be a standard member, the student must attend at least two professional development events, two community service events, and two social networking events per semester. In addition, the student must have no more than two unexcused absences to Tuesday meetings per semester. Gold members must fulfil the same requirements as a standard member and are defined as the top 15% of members based on attendance. Gold members will benefit from receiving the first invitations to company treks, exclusive networking opportunities with corporate sponsors, preference in gaining leadership positions, recommendations from IU AMA presidents, and receiving IU AMA gear at the end of the school year.

- Procedure for revocation

If a student does not complete the requirements to attain standard member status for a semester, they will be notified of their lack of participation. This notification will warn the student that if they do not fulfil membership requirements in the following semester, IU AMA will revoke their membership.

Article II: University Compliance

This organization shall comply with all Indiana University regulations and local, state, and federal laws.

Article III: Executive Board

- Requirements for Executive Board

Executive Board members are selected based on their GPA, their experience within AMA, and their experience with other organizations or companies. Interviews are conducted for each candidate by the President(s), Executive Vice President (EVP), and Faculty Advisor to ensure they are the best fit for the position. Executive Board members are expected to be personable, display strong leadership skills, communicate effectively, and provide input in the form of original ideas.

- Resignation of an Executive Board Member

If an Executive Board member needs to resign, they will need to schedule a meeting with the current President(s), their respective EVP, and the Faculty Advisor to discuss their situation. This meeting will be taken as their two-weeks notice, allowing time for them to finish up any open projects and help transition their replacement.

- Removing an Executive Board Member

If an Executive Board member does not meet the standards or expectations set forth for them, they will be required to attend a Standards Meeting with the President(s), EVP, and Faculty Advisor. They will be given feedback of their performance and actionable items to improve upon. They will be given a trial period (decided at the meeting), and if improvement is not seen, they will be asked to step down from their position.

- Vacancies

When vacancies for a Vice President position occur, the first candidates considered are the Directors who worked with that individual the previous semester. Interviews will occur with the directors that are eligible for the position to ensure that they are prepared to fill the position. If there are no directors available or qualified to fill the position, then interviews will be opened to all IU AMA members. Members that show interest in the position will be interviewed to determine who is best equipped to fill the vacancy.

- Executive Board Member Responsibilities

President(s) - responsible for ensuring long-term growth of IU AMA, working with the Faculty Advisor to establish goals and strategies, and acting as the liaison between IU AMA and National AMA

Executive Vice President(s) - responsible for executing all the plans set out for the year and mentoring their respective Vice Presidents and Directors

VP of Membership - responsible for management of all IU AMA members by recruiting new members, communicating with the chapter, finalizing meeting logistics, and recording member attendance

VP of Professionalism -responsible for the professional development of all IU AMA members by organizing events, hosting guest speakers, utilizing the UCSO, and collaborating with other Kelley organizations

VP of Resources-responsible for creating an IU AMA budget, creating budgets for each Vice President, documenting all transactions throughout the semester, ensuring each transaction adheres to the budget, and acting as the Kelley Student Government delegate

VP of Corporate Relations -responsible for acting as a liaison between corporate sponsors and IU AMA, hosting company events on campus, company treks, and case competitions

VP of Community Outreach -responsible for maintaining relationships with partner philanthropies and organizations in the Bloomington community

VP of Advertising -responsible for creating promotional materials and maintaining the IU AMA brand image

VP of Communications - responsible for leading internal and external communication channels related to IU AMA

VP of Consulting – responsible for managing all consulting teams, ensuring a high quality of consulting work, and acting as a liason between consulting clients and teams

Article IV: Faculty Advisor

The Faculty Advisor is required to be a Kelley School of Business faculty personnel **and** a professional member of the American Marketing Association. The Faculty Advisor serves as the liaison between the IU AMA Chapter, AMA International Headquarters, and the AMA Indianapolis Chapter. The Faculty Advisor works closely with and remains a resource for the Executive Board.

Article V: Meetings

The President(s) call IU AMA meetings, and every week there are the following meetings:

Strategy: Faculty Advisor + President(s)

Upper Leadership: President(s) + Executive Vice Presidents

Executive Board: President(s) + Executive Vice Presidents + Vice Presidents

Committee: each Vice President + their Directors

AMA Tuesday Meeting/Event: all IU AMA members

The President(s) can call additional meetings or emergency meetings by communicating via Slack or email.

Article VI: Appointment of the Executive Board

The appointment of the Executive Board occurs annual during the Spring Semester.

The application for President(s) are the first to open. After expressing their Intent to Run by the given deadline, candidates are interviewed by the current President(s) and Faculty Advisor. The interview focuses on their past performance, contributions to IU AMA, and their vision for the growth of IU AMA. The President(s) and Faculty Advisor deliberate and appoint the new President(s).

The new President(s) open the applications for the Executive Vice President(s). With the Faculty Advisor, they will interview all the candidates, deliberate, and appoint the new Executive Vice President(s).

The Executive Vice President(s) open the applications for the Vice President(s). With the President(s), they will interview the candidates for their respective positions, deliberate, and appoint the new Vice Presidents.

Article VII: Non-Hazing

Hazing is strictly prohibited. Hazing shall be defined as any conduct which subjects another person, whether physically, mentally, emotionally, or psychologically, to anything that may endanger, abuse, degrade, or intimidate the person as a condition of association with a group or organization, regardless of the person's consent or lack of consent.

Article VII: Dues & Budgets

The VP of Finance manages dues collection and the IU AMA budget. Dues are collected once every year and the budget is revised every semester.

Members are required to pay national AMA dues and IU AMA dues:

1) Annual dues of \$46 to the American Marketing Association. By paying these dues and registering online, a student becomes a member of the National AMA. This is a requirement of all members at all AMA collegiate chapters.

2) Annual dues of \$15 in the Fall Semester or \$10 in the Spring Semester to IU AMA. These dues cover food at meetings/events and initial membership materials.

*Members who do not pay dues by the communicated deadline will be given one warning and an extended deadline. If they fail to meet the second deadline, their IU AMA membership will be rejected.

Article IX: Finances

The VP of Finance is in charge of financial affairs.

IU AMA maintains a Student Organization Account and follows their office policies and procedures.

If the group dissolves, the Faculty Advisor will decide how to donate the remaining money to philanthropic organizations or as marketing scholarships.

Article X: Personal Gain Clause

This organization, if raising funds, shall ethically raise and distribute profits from organizational functions to either the organization or to members who provide a service that directly benefits the organization. Individual members may not receive compensation from for-profit companies if acting as a representative of a student organization.

Article XI: Amendments

Any proposed amendments will be announced and discussed at Executive Board meetings.

To ratify an amendment, a majority vote by the Executive Board is required.

Article XII: Ratification

To ratify this constitution, a majority vote by the Executive Board is required.