

Marketing Club

Missouri State University

Member Handbook

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Purpose

- Network
 - Students
 - Faculty
 - Leaders

- Experience
 - Committees
 - Marketing Firm
 - Internships
 - Case Competitions

- Knowledge of Business
 - Marketing Newsletter
 - Speakers
 - Tours

It is the goal of Marketing Club to give its members opportunities to enhance their experiences through a variety of educational, social, professional, and service opportunities

Member Benefits

- Executive or Committee Title
- Chamber of Commerce
- Community Service
- Networking Events
- Marketing Firm
- Resume Book
- Scholarships
- Conferences
- Extra Credit
- Internships
- Awards
- Prizes
- Trips

Free-Rider Benefits

- Events
- Newsletter
- Extra Credit

Executive Positions

- President
- Vice President
- Finance
- Programs
- Communications
- Advertising
- Memberships

Executive Title and Description

President

As the chief executive officer of the collegiate chapter, the president provides leadership and overall direction. Working with the faculty advisor, he/she performs all duties required by the AMA constitution and bylaws. The success of the collegiate chapter depends to a large extent on the president's skill as a manager. Planning should begin immediately following the election of chapter officers. Plans should include membership goals, special projects, budget estimates and officer transition for the following year.

Executive Vice President

The executive vice president coordinates each committee towards a collective effort and assists the president in directing the collegiate chapter, so he/she must be aware of chapter goals and objectives. To ensure continuity in chapter management, there must be an open line of communication between the board of directors and the executive vice president. Vice President also prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Vice President of Communications

The vice president of communications maintains the historical records of the chapter. He/She corresponds with members, AMA International Headquarters and the community. Distributes all meeting announcements to board members, officers, faculty, and current and prospective members. Attends all chapter meetings and board meetings. Records the attendance of each meeting. Conducts the routine of all elections including balloting. Prepares and maintains the minutes of all chapter meetings and board meetings

Vice President of Finance

The vice president of finance is responsible for receiving and disbursing funds and managing the financial affairs of the collegiate chapter. Secures signature cards and necessary papers for changing signatures at the bank after officer elections. In cooperation with the vice president of membership, maintains a complete record of chapter membership and dues. Completes a one-page budget (pro forma income statement) to be included in the Chapter Plan. Attends all chapter and board meetings. Monitors the disbursement of funds related to specific budgeted uses throughout the year and prepares periodic reports. Prepares a year-end report of the year's financials including recommendations for the next year.

Vice President of Membership

Collegiate chapters prosper through new members, especially freshman and sophomore students, who will be committed to the development of the chapter for the next few years. The primary responsibility for growth rests with the vice president of membership and his/her membership committee. Assuming office. Conducts an active recruiting program to accomplish the membership goals decided upon by the board of directors. Officially welcomes all new collegiate chapter members. Submits completed applications, AMA membership dues and chapter dues to the vice president of finance. Sends AMA membership applications with appropriate payment to AMA International Headquarters. Reviews chapter rosters from AMA Headquarters to ensure all members are listed correctly. Notifies AMA International Headquarters of all corrections and changes.

Vice President of Programs

The vice president of programs has the responsibility for developing and implementing chapter events. Additional chairpersons may be appointed to handle special programs such as research projects and seminars. Determines the chapter's meeting schedule for the year in conjunction with the board of directors. Selects program topics and speakers and prepares program calendar for the year. Arranges for all speaker commitments and coordinates the details of their appearances. Selects the specific meeting sites and attends to the details of meetings including refreshments, room requirements, room set-up, etc. Coordinates meeting announcements for each program with the vice presidents of communications and advertising and promotion. Attends all chapter and board meetings.

Vice President of Advertising and Promotion

The vice president of advertising and promotion is responsible for publicizing the events and affairs of the collegiate Chapter to the school, community and AMA International Headquarters. Develops a plan to promote chapter meetings, speakers, members and activities to the appropriate media. Prepares and distributes news releases and sends copies to AMA International Headquarters for possible inclusion in its publications. Attends all chapter and board meetings. Maintains a file of all prepared news releases for succeeding vice presidents of advertising and promotion as a permanent historical file for the collegiate Chapter. Many chapters find that the vice president of advertising and promotion requires a special committee that is familiar with the techniques of advertising and public relations. He/She should also work closely with the vice presidents of communications and programs.

Committee Positions

- **Committee Director**
 - Oversees all the committees and makes sure everything is going smoothly. Helps each committee with any problems. Works with president to let him know what's going on in the committees, who's helping, and asks president for whatever help might be needed

- **Fundraiser**
 - Comes up with ideas for fundraisers, comes up with strategies to make them as effective as possible, markets the events, comes up with the reason for the fundraiser, etc

- **Historian**
 - Takes pictures of the events, writes notes about each picture, makes a photo album to let future prospective members browse through, maintains records of past speakers and events and mentions which were good and which were not

- **Battle of the Bands**
 - Works closely with the university radio station, The Growl, to help come up with ideas, venues, get the brands, equipment, design flyers, tickets, shirts, get sponsors, etc.

Executive & Committee Requirements

- Elections are held each February
- Take office in May
- Hold 2 semester term
- Can run for office repeatedly
- Elected people spend rest of spring semester understanding job
- Miss no more than 2 committee/executive meetings a semester
- Accomplish previous semester's established goals



Calendar

January

- Wed. 23rd Our first meeting 2pm Glass Hall room 226- (Meet and greet, discuss open positions, icebreakers)

February

- Fri. 1st “Cupid Shuffle”, Progressive Dinner, \$5 to reserve a seat and all you can eat

Time: 6:30pm

- Appetizer and Drinks
Caitlin O’neal
Battlefield Apartments
3025 S. Sagamont Ave. Apt C203
Springfield, MO 65807
- Dinner
Lacey Waters and Amanda King
Pebble Creek Apartments
2835 S. Fort Ave. Apt #1510
Springfield, MO 65807
- Dessert
Megan Johnson
Coryell Crossing Apartments
2015 W. University Apt #212E
Springfield, MO 65807
- Wed. 6th Meeting 2pm Glass Hall room 226 (discuss upcoming events and movie competition)
- Sat. 9th 7:35pm Section- TBA Bears vs. University of Northern Iowa - Basketball Game
- Wed. 13th Etiquette Dinner w/ Career Center \$10 not registered w/job tracks \$5 if you are registered
- Thurs. 14th 1:30-5:30pm Career Fair
- Sat 23rd Volunteer Opportunity- KGBX Women’s Show 8am-4pm
- Wed. 27th Meeting 2pm Glass Hall room 226 - Guest speaker

March

- Dues need to be paid ASAP \$\$60.00\$\$
- Wed. 5th Meeting 2pm Glass Hall room 226 - Guest speaker
- Mon. 10th Social**
- 20th-30th Spring Break

April

- 3rd-5th **2008 30th Annual AMA International Collegiate Conference**- New Orleans
- 11th Battle of the Bands
- Sat19th 12:00pm Meet at Springfield Brew Co. before Springfield Cardinals Game-2:10 PM \$5.50 per ticket in Berm
Cardinals vs. Tulsa Drillers

May

- Wed. 5th 2pm Last meeting for Spring 2008 Glass Hall room 226

Events may change

Check the website for the updated schedule...

<http://organizations.missouristate.edu/marketingclub/>

Locations & Times



AMA Conference - STL

General Meetings

- Wednesdays at 2:00
- Glass 226

Trips and Tours

- Marketing Department
- 45 Minutes before event

Executive Meetings

- Mondays at 9:00
- Library

Basketball Games

- Sit in section II near SW Lobby

Socials and Events

- Social/Event location
- 15 minutes before time of start

Point System

**To maintain active member status 150 points must be obtained
by March 5th**

151-250 Active

251-350 Intern

351-450 Manager

451+ CEO

All members who reach active status will be eligible for awards

- Executive Members – 100
- Committee Members – 75
- Focus Group- 10
- Community Service- 75
- Regular Mtg- 25
- Mtg w/Guest Spkr- 50
- Socials & Events- 20-40
- Volunteer Opportunities- 20-50
- Conference- 50
- Tours- 30-50
- T-shirt- 5
- Dues- Already pd member- 15
 Paid by Feb 6th- 10
 Paid by Feb 27th- 5

Must pay by Mar 5th or achieve non-member status

Awards

Most Active Member

The Member who earns the most points over the course of the semester

Most Dedicated Member

A member who has been involved in a variety of activities consistently over the course of the semester. They have the best interests of AMA at heart at all times

Most Enthusiastic Member

Someone who is always upbeat and outgoing. This person loves AMA and wants others to love it as well. This member has a very upbeat attitude and can pump up other members to motivate them

Best New Member

The one new member who has truly stood out and stepped up to becoming involved and going far with AMA

Most Improved Member

A member who was not very active in the past, but stepped up this semester to make a significant contribution

Up and Coming Member

Someone who has started to get involved and we feel has potential to go much further in AMA

