

Chapter Constitution

Preamble

Whereas we believe that a group of 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 American Marketing Association Collegiate Chapter at the University of Texas at Dallas*, hereby referred to as the AMACC.

Article I. Purpose

Section 1. The purpose of the AMACC shall be:

- I. To foster the professional development of students interested in marketing as a career.
- II. To serve as a networking vehicle for students to interact with professional marketers within the local area.

Article II. Membership

Section 1. Membership shall be open to students of the University of Texas at Dallas of any major who are interested in marketing, regardless of sex, race, color, religion, age, national origin, disability, or veteran status.

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, vice president of advertising & promotions, as well as any other officers deemed necessary by the AMACC.

Section 2. The chapter officers shall be elected November 1st to serve one 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 majority vote of the board of directors taken at an official meeting called for such a purpose.

Article IV. Duties of the Board of Directors

Section 1. The president's duties shall be to preside at meetings, to approve special committee appointments by the vice presidents, and to be the chairperson of the board of directors. The president shall act as primary spokesperson for the AMACC and provide direction and define goals to 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 the vacancy of the presidency, the executive vice president shall succeed to the presidency. **Section 3.** The vice president of communications shall coordinate communication between officers including the faculty advisor, keep all records except financial, handle written correspondence, prepare and distribute a written report of each meeting, manage the schedule of meetings and events, assist the faculty advisor in communications with the American Marketing Association Headquarters, and other related duties.

Section 4. The vice president of finance shall collect all AMACC funds and deposit them in an account on behalf of the AMACC. The individual shall work closely with the vice president of membership to collect the AMA dues. The individual will be responsible for keeping financial records, submitting a written report to the AMACC board at the last regular meeting of each semester, making all necessary expenditures when authorized by the president and faculty advisor, obtaining approval from the Student Organization Forum of the University of Texas at Dallas for expenditures where necessary, and other related duties.

Section 5. The vice president of membership shall conduct an aggressive membership campaign in accordance with the AMACC's determined goals. The individual shall be responsible for keeping member information updated, coordinating communications to members, and providing AMA student membership applications to all potential student members. Additional chairpersons may be appointed with approval from the president to handle specialized projects.

Section 6. The vice president of programs has the responsibility for developing, recommending, and implementing programs for the AMACC. Additional chairpersons may be appointed with approval from the president to handle special programs such as projects and seminars.

Section 7. The vice president of advertising and promotion is responsible for promoting events and affairs of the collegiate chapter to the school, community, and AMA Headquarters. Additional chairpersons may be appointed with approval from the president to handle specialized projects.

Article V. Faculty Advisor

Section 1. The board of directors shall appoint the faculty advisor and approved by the administration of the University of Dallas School of Management. The faculty advisor must be a professional member of the Association.

Section 2. The advisor will serve for at least two full school years, 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 assist the appointed faculty advisor as deemed appropriate by the board of directors.

Section 5. Working closely with the vice president of communication, 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 membership committee, the programs committee, and the advertising and promotions committee.

Section 2. The board of directors, which consists of all the elected officers and the faculty advisor, 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 AMACC, and other related activities as the vice president of membership shall delegate.

Section 4. The programs committee, under the supervision of the vice president of programs, shall arrange programs for AMACC and perform such other related duties as the vice president of programs shall delegate.

Section 5. The advertising and promotions committee, under the supervision of the vice president of advertising and promotions, shall organize and manage activities to promote events and affairs of the AMACC and perform such other related duties as the vice president of advertising and promotions shall delegate.

Section 6. The board of directors shall appoint any other committees as deemed necessary.

Article VII. Records.

Section 1. The records of the AMACC shall consist of a minutes book, membership records, financial records, reports and communications to the American Marketing Association Headquarters, and 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 AMACC

Number 1. The AMACC 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:

- a. 5 AMA student member minimum
- b. Collegiate Chapter Officer Report Form
- c. Chapter Plan
- d. Report of Six Chapter Events or Annual Report
- e. Update of the constitution
- f. Other items as required by the Association

Number 2. A copy of the constitution 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 3. The board of directors shall determine the number, location, and times of meetings. 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.

Number 4. The board of directors shall provide an information session, at least one week prior to nominations, to all members interested in running for office. The purpose of the information session is to educate the members on the goals, responsibilities, and challenges faced by each office.

Number 5. Nominations will be made at a meeting two weeks prior to elections. All nominated candidates will be given the opportunity to make a speech to the electing members on November 1st.

Approved by the chapter

Submitted by Vice President of Communications Lourdes Figueroa, Dr. Steve Perkins Faculty Advisor, Divya Vasu, President.