

Membership Application Form Collegiate

Name

For full time students not currently employed in a full time professional position. Limited to 5 years.

Prefix First Middle Last Gender ☐ Male ☐ Female
College/University Graduation Date

Primary Address

Address Type ☐ Home ☐ School

Street Apt/Suite
City State ZIP

Phone/E-Mail

Phone Type ☐ Home ☐ Mobile

Area Code Number Extension

Personal Email

☐ Check if you would like to receive limited text messages from the AMA about your membership.

Interest/Responsibilities (SELECT UP TO 4)

- | | | |
|--|---|--|
| <input type="checkbox"/> Academia | <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Product Marketing |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Digital Marketing | <input type="checkbox"/> Retail Marketing |
| <input type="checkbox"/> Analytics/Metrics | <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Career Development | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Strategy |
| <input type="checkbox"/> Consumer Products/ Packaged Goods | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Other |
| <input type="checkbox"/> Customer Strategy | <input type="checkbox"/> Mobile Marketing | <input type="text"/> |

Statement of Ethics (REQUIRED; PRINT FORM AND SIGN)

As an AMA member, I agree to abide by the AMA Statement of Ethics, embracing the highest ethical norms and values for marketers. (1) Marketers must first do no harm. (2) Marketers must foster trust in the marketing system. (3) Marketers should embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system.

Any AMA member found to be in violation of the Statement of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Statement of Ethics is available online at AMA.org. In order to validate your application, please sign the Statement of Ethics.

I subscribe to the Statement of Ethics and will adhere to it: Signature _____ Date _____

Faculty Sponsorship Signature (APPLICATION WILL NOT BE PROCESSED WITHOUT A SIGNATURE)

I hereby certify that this applicant is a full-time registered student not currently employed in a professional position.

Faculty Sponsor Signature _____ Date

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Collegiate

Communications Preferences

I want to receive the following email notifications about important AMA products and services (check areas of interest below)

- ☐ **AMA Online Weekly Digest** — The latest online content including webcasts, AMA TV, virtual events & podcasts.
- ☐ **Professional Development** — Information on key events to boost your marketing knowledge & career.
- ☐ **Webcasts** — Information on free webcasts focused on the hottest topics in marketing.
- ☐ **Membership Benefits** — Essential announcements and news about your AMA membership.
- ☐ **Career Center** — Information and updates about marketing jobs and career news.
- ☐ **Academic Announcements** — Teaching, research and service resources for today's marketing academics.
- ☐ **Your Opinion Counts** — Occasional surveys to get your voice heard on critical marketing topics.
- ☐ **Collegiate Member Updates** — Information about student member benefits, collegiate competitions & scholarships.
- ☐ **Special Offers** — Exclusive content, reports, resources and products from the AMA and our sponsors.

☐ Do not include me in the AMA member directory.

eNewsletter Preferences

- ☐ **Marketing News Weekly** — This week's marketing news, insights and commentary.
- ☐ **Marketing Academic** — Events, journal features, and academic community highlights.
- ☐ **B2B Marketing** — News and information tailored to business marketers' needs.
- ☐ **AMA Jobs** — Featured marketing positions from AMA's Job Board.
- ☐ **Career Update** — Career resources and information to help you in your career.
- ☐ **Collegiate Connections** — Important chapter announcements, collegiate division updates & best practices.
- ☐ **Marketing Health Services** — Covering the latest marketing strategies, insights and best practices in health care.
- ☐ **Marketing Insights** — Driving informed decisions and business value through analytics.
- ☐ **The AMA Journal Reader** — Short essays summarizing key insights from topics covered in AMA Journals.

Local Chapters (OPTIONAL)

Chose your chapter:

Alabama

☐ BirminghamNo Dues

Alaska

☐ Alaska (Anchorage) . . . \$15

Arizona

☐ Tucson \$5

☐ Phoenix \$8

California

☐ Inland Empire (Riverside/San Bernardino) \$15

☐ Orange County \$10

☐ Sacramento Valley \$5

☐ San Diego \$5

☐ San Francisco Bay Area . . \$10

☐ Silicon Valley (San Mateo/San Jose) . . \$10

☐ Los Angeles \$10

Colorado

☐ Colorado (Denver) \$5

Connecticut

☐ Connecticut (Hartford) . . . \$5

☐ Fairfield County \$5

District of Columbia

☐ Washington, DC \$10

Florida

☐ Orlando \$5

☐ Jacksonville \$5

☐ South Florida (Ft. Lauderdale/Miami) . . \$5

☐ Tampa Bay \$5

Georgia

☐ Atlanta No Dues

Hawaii

☐ Hawaii \$5

Illinois

☐ Chicago \$25

Indiana

☐ Indianapolis \$5

☐ Michiana (South Bend/Elkhart) \$5

Iowa

☐ Iowa (Des Moines) . . No Dues

Kansas

☐ Kansas City No Dues

☐ Wichita \$12.50

Louisiana

☐ New Orleans \$3

Maryland

☐ Baltimore \$5

Massachusetts

☐ Boston \$10

Michigan

☐ Detroit \$5

☐ Michiana \$5

☐ West Michigan (Grand Rapids) \$5

☐ Southwest Michigan (Kalamazoo/Battle Creek) No Dues

Minnesota

☐ Minnesota (Minneapolis) . . \$5

Missouri

☐ Kansas City No Dues

☐ St. Louis No Dues

Nebraska

☐ Omaha \$10

☐ Lincoln \$10

Nevada

☐ Las Vegas \$10

☐ Reno-Tahoe \$5

New Jersey

☐ New Jersey (Newark) . . . \$10

☐ New Jersey/New York* . . \$25

New Mexico

☐ New Mexico (Albuquerque) . . . No Dues

New York

☐ New York* (City) \$15

☐ New York Capital Region (Albany) No Dues

☐ Rochester \$5

☐ New York/New Jersey* . . \$25

North Carolina

☐ Charlotte \$5

☐ Triangle (Raleigh) \$10

Ohio

☐ Northeast Ohio \$10

☐ Cincinnati \$10

☐ Columbus \$5

Oklahoma

☐ Oklahoma City No Dues

☐ Tulsa \$5

Oregon

☐ PDX (Portland) \$10

Pennsylvania

☐ Philadelphia \$5

☐ Pittsburgh \$15

South Carolina

☐ Charleston \$10

☐ Columbia \$10

Tennessee

☐ Knoxville \$15

☐ Memphis \$10

☐ Nashville \$15

Texas

☐ Austin \$5

☐ Dallas/Ft. Worth \$5

☐ Houston No Dues

☐ San Antonio No Dues

Utah

☐ Utah (Salt Lake City) . . . \$10

Virginia

☐ Central Virginia (Charlottesville) \$25

☐ Hampton Roads (Norfolk) . \$5

☐ Richmond \$5

Washington

☐ Puget Sound (Seattle) . . . \$5

Wisconsin

☐ Madison \$8

☐ Milwaukee \$5

☐ Northeast Wisconsin (Appleton/Green Bay/Oshkosh) \$10

* Individuals living in the New Jersey/ New York area have the option of joining the New Jersey chapter, the New York chapter or both.

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AM> | AMERICAN MARKETING
ASSOCIATION

Membership/Collegiate Chapter Dues

Annual Collegiate Membership Dues

\$50

Professional Chapter

+ \$ 25

Professional Chapter dues are optional; see list on page 2 to determine your chapter and dues and enter both above.

Membership Dues Subtotal = \$ 75

Publications

An online subscription to *Marketing News* is included in your membership. You may also subscribe to additional publications at the member-discounted rate. Price is per year.

AMA membership is individual and nontransferable.

- | | | |
|---|------|-------------------------|
| <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly) | \$90 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) | \$90 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly) | \$80 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Public Policy & Marketing</i> (Semiannually) | \$65 | \$ <input type="text"/> |

Additional Publications Subtotal (if applicable)

\$

Payment Information

☐ **Check** (payable to the AMA in U.S. funds drawn from a U.S. bank)

Card: ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa

Card Number

SCAN CARD AT MEETING

3-Digit Security Code

Exp. Date (mm/yyyy)

Signature

Date (mm/dd/yyyy)

Membership Dues Subtotal + \$

Additional Publications Subtotal (if applicable) + \$

Total Payment Due = \$

Save Money After Graduation with a Young Professional Membership:

Upon graduation, you are eligible to renew as a Young Professional member at less than half the price through the AMA's Young Professional Membership Program. Young Professional membership offers the full benefits of Professional membership, and is available only to recent graduates.

Professional membership will help you to stay on top of all the important industry news and trends that will keep you competitive in your career. Especially at the start of your career, you'll want to take advantage of the opportunities you'll find through membership with the world's largest organization of marketers, the AMA.

For more information about Young Professional membership, email info@ama.org

Return your complete form with payment to:

CBA 241 or at general meeting

American Marketing Association • 130 E. Randolph St., 22nd Floor • Chicago, IL 60601-6320 • Phone: 312.542.9000 or 1.800.AMA.1150 • Fax: 312.542.9001 • AMA.org