

**American Marketing Association  
Clarion University Collegiate Chapter Constitution**

**ARTICLE I: Name**

SECTION 1. The name of the organization shall be the Clarion University American Marketing Association Collegiate Chapter, also known as CUAMA.

**ARTICLE II: Purpose**

SECTION 1. The purpose of the CUAMA 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 III: Membership**

Each application must be signed by the applicant affirming the applicant's willingness to abide by the American Marketing Association's Statement of Ethics and must be accompanied by a remittance for at least one year's membership dues. Membership dues must be paid in advance and are not refundable and non-transferable. National dues may be paid by cash, check, or a valid credit card that is acceptable to the American Marketing Association. Local dues must be paid via cash or check. No application for membership shall be denied on the basis of race, color, religion, sex, national origin, disability or any other characteristic protected by law.

SECTION 1. Eligibility for Membership

NUMBER 1. Membership is open to all college students who desire to promote the mission of the CUAMA.

SECTION 2. Rights of Members

NUMBER 1. All members have the right to vote and hold office and are eligible for all rights, benefits, and responsibilities of membership as set forth in the CUAMA bylaws/policies and procedures.

### SECTION 3. Requirements of Members

NUMBER 1. In order to be considered to be a member of the CUAMA, all persons need to have local and national dues paid in-full and need to be active members of the organization. The Executive Board as mentioned in Article III reserves the right to determine whether or not persons are active CUAMA members.

NUMBER 2. To be considered a member of the AMA, all members must abide by the following:

- Members must be in good academic standing
- Members must participate in 100% of all fundraising events

### SECTION 4. Membership Dues

NUMBER 1. The Executive Board shall establish a local dues schedule for members. Any revision to the dues schedule shall be approved by vote of not less than two-thirds of the members of the Executive Board present at a meeting and shall be communicated to the members not less than 30 days before becoming effective. Local dues are for the entire academic year. These will be collected at a meeting and given to the Treasurer for deposit into CUAMA's account.

### SECTION 5. Meetings

NUMBER 1. Meetings will be held on an as needed basis and will be cancelled if the President and Executive Vice President agree that the meeting is not needed.

## **ARTICLE IV. Executive Board**

SECTION 1. The Executive Board of the CUAMA shall be called the Board.

### SECTION 2. Powers and Duties

NUMBER 1. The Board has the authority to govern the CUAMA by directing its policies and operations in matters relating to the CUAMA's purpose as set forth in Article II. The Board shall exercise general supervision over the affairs of the CUAMA, determine the policies of the CUAMA, actively promote its purpose and have discretion in disbursements of its funds. In the execution of the powers granted, the Board, with approval by the President, may appoint and employ special committees as needed.

NUMBER 2. 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 executive board taken at an official meeting called for such purpose. Board members may also be removed by the Clarion University Marketing Department if found to be ineligible as outlined in Section 5.

### SECTION 3. Board Composition

NUMBER 1. The Board shall be comprised of the President, Executive Vice-President, Secretary, Treasurer, Vice President of Fundraising, Vice President of Community Service, Vice President of Programs, and Vice President of Advertising.

NUMBER 2. No person shall serve on the Board unless that person is a paid member of the CUAMA.

NUMBER 3. Board members shall serve one-full academic year term (Fall and Spring Semester).

NUMBER 4. Board members are allowed to serve successive terms.

### SECTION 4. Board Election Process

NUMBER 1. Current Board members shall be permitted to stay on the CUAMA executive Board in their current position.

NUMBER 2. CUAMA members will submit a letter of intent to the Board expressing his/her intent to fill the open position.

NUMBER 3. After eligibility requirements are checked by appropriate faculty members (see Section 5), all new officers will be chosen through in-person interviews with current Board members.

NUMBER 4. Interviews must be held at least four weeks prior to the end of the spring semester and new, incoming Board members must attend at least two Board meetings and at least two member meetings prior to the end of the spring semester. This is a transition period for new Board members to learn their role on the Board.

AMENDMENT TO SECTION 4. Only positions where the board members resign from (either graduating or willingly stepping down) will be deemed vacant. Then, the position is open and members are able to apply to those positions at the designated meeting. Positions that are currently filled by board members will remain that way unless it is determined the position is not being fulfilled properly. If it is brought to the president's and advisor's attention that a board member is not fulfilling their duties, they will be subject to a vote regarding their standing on the board. This requires advisor approval and a majority board vote.

### SECTION 5. Board Member Eligibility

NUMBER 1. Students holding Executive Board positions with the organization must maintain good academic standing. In particular, students with overall QPA, recent/current academic term QPA's lower than 2.5 may only serve with the permission of the advisor and/or department chair.

NUMBER 2. Students' with other deficiencies that may affect his/her ability to balance academic and co-curricular activities may only serve with the permission of the advisor and/or department chair. This includes students who are remiss in communications with the advisor and AMA officers/members or those who have ceased to regularly attend meetings. Note: all meeting times are to be set with the approval of the advisor.

NUMBER 3. Students must also conduct themselves in a manner that is appropriate with their status as a member of the AMA and refrain from all activities that could reflect poorly on all above stated organizations. Students who are involved in any activities that may adversely impact the organization may be placed on hiatus and/or replaced until resolution of the concerned matter.

NUMBER 4. Individuals seeking the position of president must be on the board for a full academic year. The advisor has the power to designate otherwise, if necessary.

### **ARTICLE V. Duties of the Executive Board**

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.

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. General duties include working with the committees appointed by the President to oversee that they run properly and to assist all other officers with special tasks and events. He/she is primarily responsible for coordinating educational trips, company visits/meetings and conference itineraries.

SECTION 3. The Secretary shall keep all records, except financial, handle written correspondence, perform such other related duties as the President delegates and prepare a written report of each meeting.

SECTION 4. The Treasurer shall collect all collegiate chapter funds and deposit them in an account on behalf of the CUAMA. 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 financial report to the collegiate chapter at the each regular meeting of the semester. He/she will perform such related duties as the President shall delegate. He/she shall check each application for accuracy, making sure all information requested is given and keep accurate membership records. In accordance with the CUAMA's determined goals, he/she shall conduct an active and aggressive membership campaign. He/she is also responsible for reporting activities at member meetings.

SECTION 5. 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. He/she is also responsible for reporting activities at member meetings.

SECTION 6. The Vice President of Advertising is primarily responsible for promoting the events and affairs of the CUAMA to the school, community, and American Marketing Association Headquarters. He/she is responsible for maintaining the CUAMA bulletin board on the second floor of Still Hall. He/she is also responsible and reporting activities at member meetings.

SECTION 7. The Vice President of Fundraising is responsible for planning and executing all fundraisers with the approval of the President. He/she will create a fundraiser schedule for the year and will write a report summarizing profit made and expenses for the Annual Report. He/she is also responsible for and reporting activities at member meetings.

SECTION 8. The Vice President of Community Service advises our membership and monitors our participation in a variety of community support activities including walks on behalf of worthy causes, fundraising on behalf of national and international areas of needs, and hands-on efforts to provide regional and local assistance where outreach is considered to be most appropriate. He/she is also responsible for reporting activities at member meetings.

#### **Article VI. Faculty Advisor**

SECTION 1. The administration of the college/university shall appoint a Faculty Advisor, known as the Advisor, who will be the personal representative of the administration. The Advisor must be a professional/faculty member of the American Marketing Association.

SECTION 2. The Advisor will serve for at least one full school year, shall attend the meetings of the CUAMA and shall aid and advise the group on matters under consideration.

SECTION 3. The Advisor shall not be responsible for the continuity of records and other property of the collegiate chapter. This is the responsibility of the Board.

SECTION 4. The Advisor shall be the official contact with the American Marketing Association Headquarters.

#### **Article VII. Committees**

SECTION 1. There shall be the following standing committees: the Executive Board.

SECTION 2. The Executive Board, which consists of all the elected officers and the Advisor of the CUAMA, shall decide on the policies of the group, as well as aid and advise the President of his/her duties.

SECTION 3. Each committee leader, under the supervision of the Executive Vice President, shall enlist all eligible persons desiring to join the committee.

SECTION 4. The Board shall appoint any other special committees as deemed necessary, with the approval of the President.

### **Article VIII. Records**

SECTION 1. The records of the CUAMA shall consist of minutes, membership records, fundraising, event and financial records, as well as any other such records as the CUAMA deems necessary.

### **Article IX. Bylaws and Amendments**

SECTION 1. The Constitution, together with the Bylaws, shall constitute the operating basis of the CUAMA.

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 CUAMA

NUMBER 1. The CUAMA will be responsible for renewing its charter with the American Marketing Association each year. Upon notification by the American Marketing Association, the CUAMA 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 CUAMA Constitution
- \* Other items as required by the American Marketing Association

These items are considered to be American Marketing Association policy and must be included in the Constitution and followed by the CUAMA.

NUMBER 2. A copy of the Constitution of the CUAMA shall be provided for each member of the Board. The Constitution will be reviewed annually to ensure that it is in keeping with the needs and activities of the CUAMA.

NUMBER 3. The number, location and times of meetings shall be determined by the Board. Notice of all such meetings shall be posted or sent in writing to all members.

Date approved by the chapter: October 17, 2013

(last revised: August 28, 2019)

Signed and approved by:

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Name of President

\_\_\_\_\_  
Name of Faculty Advisor

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Signature of President  
Advisor

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Signature of Faculty

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Name of Executive Vice President

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Name of Secretary

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Signature of Executive Vice President

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Signature of Secretary

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Name of Treasurer  
Fundraising

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Name of Vice President of

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Signature of Treasurer  
Fundraising

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Signature of Vice Pres. of

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Name of Vice Pres. of Community Service

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Signature of Vice Pres. of Community Service

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Name of Vice President of Programs

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Signature of Vice President of Programs

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Name of Vice President of Advertising

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Signature of Vice President of Advertising