

Application Form

for collegiate membership



800.AMA.1150 U312.542.9001 Fax UMarketingPower.com/chapters/

Fill out this form completely, including acquiring a Faculty Sponsor signature and signing the Statement of Ethics on the reverse side. Please print all information. Return your form with the appropriate payments to the AMA (see address below) and your Collegiate Chapter.

Applicant Information

Send all mail to my: School Address Home Address Check here if you are a prior member of the AMA.

College/University _____

Mr. Ms. Last Name _____ First Name _____ Middle Initial _____

Home Address (required for membership) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Home Phone (_____) _____ Home E-mail _____

School Address (if different than above) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

School Phone (_____) _____ School E-mail _____

Degree Currently Attaining: Undergraduate Graduate Doctorate Graduation Date: Month _____ Year _____

Payment Information

IMPORTANT: You must belong to the national AMA to belong to a Collegiate Chapter. While it is possible to make one payment for both entities, we encourage you to make two separate payments—one to national and one to your chapter. That way, your chapter receives your money right away and bookkeeping is simpler.

A) National AMA Dues*

- National Collegiate Membership Dues \$42.00
(includes subscription to *Marketing News*—8 issues per year)
 - Optional: Substitute Professional subscription to *Marketing News* (20 issues per year) +\$20.00
 - Local Professional Chapter Dues
(optional for Collegiate Membership—see reverse side for listing and add appropriate dues here. For more information, visit MarketingPower.com/chapters/)
Chapter Name _____ +\$ _____
- Membership Dues Subtotal = \$ _____**

AMA Publications at Special Member Prices (in addition to Annual Membership Dues)

- Marketing Management* magazine (Bimonthly) + \$35.00
 - Marketing Research* magazine (Quarterly) \$30.00
 - Marketing Health Services* magazine (Quarterly) \$35.00
 - Journal of Marketing* (Bimonthly) \$30.00
 - Journal of Marketing Research* (Bimonthly) \$35.00
 - Journal of International Marketing* (Quarterly) \$35.00
 - Journal of Public Policy & Marketing* (Semiannual) \$30.00
- Publications Subtotal = \$ _____**

Total Amount Due

Add Membership Dues and Publications Subtotals = \$ _____

Send payment to: American Marketing Association, Payment Processing, 37295 Eagle Way, Chicago, Illinois 60678-1295

Method of Payment

- Check payable to the AMA in U.S. funds drawn from a U.S. bank.
 - American Express Discover MasterCard VISA
- Card # _____ Expiration Date ____/____
- Signature _____ Date _____

B) Collegiate Chapter Dues

- Dues \$ _____
- Other Chapter Charge \$ _____

Total Amount Due = \$ _____

Send payment directly to your chapter.

Please note that you must also join the national AMA—see left column.

Method of Payment

- Check payable to your chapter in U.S. funds drawn from a U.S. bank.

If your chapter accepts credit cards:

- American Express Discover MasterCard VISA

Card # _____ Expiration Date ____/____

Signature _____ Date _____

Faculty Sponsorship

(This application cannot be processed without a Faculty Sponsor signature.)

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

Faculty Sponsor Signature _____

* AMA membership is individual and nontransferable.

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Join Your Local Professional Chapter

As a Collegiate member, you may also join your local Professional Chapter at a special student rate. Your active participation in an AMA Professional Chapter will provide the connections, career information, networking and leadership opportunities that you will find nowhere else. Professional Chapters exist in more than 75 communities throughout North America, and are valuable resources for students looking for important industry news and programs. Professional Chapters offer a variety of seminars, speaker programs, networking events and other benefits.

To join a Professional Chapter, find the dues below and add that amount to the Payment Information on the front of this application.

For more information on AMA Professional Chapters, or to find the Professional Chapter in your area, visit our website at MarketingPower.com/chapters/ or call 800.AMA.1150.

Local Professional Chapter Listings

ALABAMA Birmingham No Dues	HAWAII Hawaii..... \$5	NEBRASKA Greater Omaha..... \$10 Lincoln..... \$10	RHODE ISLAND Rhode Island (Providence)..... \$5
ALASKA Alaska (Anchorage)..... \$15	ILLINOIS Central Illinois (Bloomington/Champaign/Peoria)..... \$2 Chicago..... \$25	NEVADA Las Vegas..... \$10 Reno/Tahoe..... \$5	SOUTH CAROLINA Charleston..... \$10
ARIZONA Tucson..... \$5 Phoenix..... \$8	INDIANA Indianapolis..... \$5 Michiana (South Bend/Elkhart)..... \$5	NEW JERSEY New Jersey* (Newark)..... \$5	TENNESSEE Knoxville..... \$40 Nashville..... \$15
CALIFORNIA California Inland Counties (Riverside/San Bernardino)..... \$15 Orange County..... \$10 Sacramento Valley..... \$5 San Diego..... \$5 San Francisco Bay Area..... \$15 Silicon Valley (Santa Clara/San Jose)..... \$10 Southern California (Los Angeles)..... \$10	IOWA Iowa (Des Moines)..... \$5	NEW MEXICO New Mexico (Albuquerque)..... No Dues	TEXAS Austin..... \$5 Dallas/Ft. Worth..... \$5 Houston..... No Dues San Antonio..... No Dues
COLORADO Colorado (Denver)..... \$5	KANSAS Kansas City..... No Dues Wichita..... \$12.50	NEW YORK New York* (City)..... \$15 NY Capital Region (Albany)..... No Dues Rochester..... No Dues	VIRGINIA Central Virginia (Charlottesville)..... \$2 Hampton Roads (Norfolk)..... \$15 Richmond..... \$5
CONNECTICUT Connecticut (Hartford)..... \$5 Fairfield County..... \$5	KENTUCKY Louisville..... \$5	NORTH CAROLINA Charlotte..... \$5 Triangle (Raleigh)..... \$10	WASHINGTON Puget Sound (Seattle)..... \$5
DISTRICT OF COLUMBIA Washington DC..... \$10	LOUISIANA New Orleans..... \$3	OHIO Akron/Canton..... \$5 Cincinnati..... \$10 Cleveland..... \$10 Columbus..... \$5 Dayton..... \$5	WISCONSIN Madison..... \$8 Milwaukee..... \$5
FLORIDA Central Florida (Orlando)..... \$5 South Florida (Ft. Lauderdale/Miami)..... \$5 Tampa Bay..... \$5	MARYLAND Baltimore..... \$5	OKLAHOMA Oklahoma City..... No Dues Tulsa..... \$5	CANADA British Columbia (Vancouver)..... No Dues Montreal..... No Dues Toronto..... \$5
GEORGIA Atlanta..... \$20	MASSACHUSETTS Boston..... \$10	OREGON Oregon (Portland)..... \$10 Southwest Oregon (Eugene)..... \$25	
	MICHIGAN Detroit..... \$5 Michiana (St. Joseph)..... \$5 West Michigan (Grand Rapids/Kalamazoo)..... \$5	PENNSYLVANIA Philadelphia..... \$5 Pittsburgh..... \$15	

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

Save Money After Graduation with a Bridge Membership

Upon graduation, Collegiate members are eligible to renew as Professional members at nearly half the price through the AMA's Bridge Membership Program. Bridge membership offers the full benefits of Professional membership, and is available only to graduates who were AMA Collegiate members. Your Collegiate membership actually saves you money later!

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.

Yes! I am interested in continuing my AMA membership after graduation. Please send me information on a Bridge membership.

Statement of Ethics *In order to validate your application, you must sign this Statement of Ethics.*

As an AMA member, I agree to abide by the AMA Statement of Ethics which guides marketers' professional conduct.

- The basic rule of professional ethics: not knowingly to do harm.
- The adherence of all applicable laws and regulations.
- The accurate representation of my education, training and experience.
- The active support, practice and promotion of this Statement of Ethics.

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 will be sent to all members in their New Member Package. 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