

Application Form

for collegiate membership



800.AMA.1150 • 312.542.9001 Fax
MarketingPower.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

A) National AMA Dues*

- National 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) + \$32.00
- Marketing Research* magazine (Quarterly) \$30.00
- Marketing Health Services* magazine (Quarterly) \$30.00
- Journal of Marketing* (Bimonthly) \$32.00
- Journal of Marketing Research* (Bimonthly) \$32.00
- Journal of International Marketing* (Quarterly) \$30.00
- 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,
311 S. Wacker Drive, Suite 5800, Chicago, Illinois 60606-6629

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

IMPORTANT:

You must belong to the national AMA headquarters to belong to a Collegiate Chapter. You'll need to make two payments:

- 1) **The national AMA headquarters**
Total from Section A—"National AMA Dues" on this application.
- 2) **Your local Collegiate Chapter**
Please check with your chapter on campus for dues and payment information.

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.

continued >>

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for *collegiate membership*



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 BirminghamNo Dues	HAWAII Hawaii.....\$5	NEBRASKA Greater Omaha.....\$10 Lincoln.....\$10	RHODE ISLAND Southeast New England.....\$10
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).....\$10	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.....\$5	VIRGINIA Central Virginia (Charlottesville).....\$2 Hampton Roads (Norfolk).....\$15 Richmond.....\$5
CONNECTICUT Connecticut (Hartford).....\$5 Fairfield County.....\$5	KENTUCKY Louisville.....\$5	OHIO Akron/Canton.....\$5 Cincinnati.....\$10 Cleveland.....\$10 Columbus.....\$5 Dayton.....\$5	WASHINGTON Puget Sound (Seattle).....\$5
DISTRICT OF COLUMBIA Washington DC.....\$10	LOUISIANA New Orleans.....\$3	OKLAHOMA Oklahoma City.....No Dues Tulsa.....\$5	WISCONSIN Madison.....\$8 Milwaukee.....\$5
FLORIDA Central Florida (Orlando).....\$5 South Florida (Ft. Lauderdale/Miami).....\$5 Tampa Bay.....\$5	MARYLAND Baltimore.....\$5	OREGON Oregon (Portland).....\$10 Willamette Valley.....\$25	CANADA British Columbia (Vancouver).....No Dues Montreal.....No Dues Toronto.....\$5
GEORGIA Atlanta.....\$20	MASSACHUSETTS Boston.....\$10	PENNSYLVANIA Philadelphia.....\$5 Pittsburgh.....\$15	
	MICHIGAN Detroit.....\$5 Michiana (St. Joseph).....\$5 West Michigan (Grand Rapids/Kalamazoo).....\$5		
	MINNESOTA Minnesota (Minneapolis).....\$20		
	MISSOURI Kansas City.....No Dues St. Louis.....No Dues		

* 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.

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 is available online at MarketingPower.com. 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