

AMERICAN MARKETING ASSOCIATION CONSTITUTION FOR ACADEMIC YEAR 2015-2016

ARTICLE I. NAME AND PURPOSE OF THE ORGANIZATION

SECTION 1. The name of this organization shall be “The American Marketing Association” at California State University Fullerton.

SECTION 2. The purpose of the American Marketing Association is to provide networking, academic, and social opportunities for those interested in the marketing field. Students will gain insight and experience through leadership positions, guest speakers, company tours, and seminars.

ARTICLE II. REQUIREMENTS FOR MEMBERSHIP AND SELECTION OF MEMBERS

SECTION 1. Membership in the American Marketing Association shall be open to all those regularly-enrolled California State University, Fullerton students who are interested in membership. There shall be no other requirements for admission to regular membership. Each regular member has equal right and privileges.

SECTION 2. Membership in the American Marketing Association shall not be denied to any student at California State University Fullerton on the basis of race, religion, national origin, ethnicity, color, age, gender, marital status, citizenship, sexual orientation, or disability.

SECTION 3. There shall be a minimum of (5) California State University Fullerton students who are currently enrolled in at least one class, with a maximum of 20% of the members who are not California State University Fullerton students.

SECTION 3. There will be only one type of membership in the organization. All members hold voting rights and equal power within the organization. Each member will be given a t-shirt, one promotional backpack with materials, graduation cords (as long as he or she is an active member), and promotional items from sponsors.

SECTION 4. Voting membership is limited to regularly enrolled (non-extended education) students, faculty, and staff at California State University, Fullerton.

SECTION 5. Any eligible California State University Fullerton student, faculty, or staff member who completes and signs a membership application and pays the membership dues shall be a voting member upon filing it with the Director of Membership. Any eligible person that is not associated to California State University Fullerton who files an application and pays the membership dues with the Director of Membership will be considered as an association member. An associate member may participate in club activities but is not entitled to voting rights.

SECTION 6. Any member may be suspended or expelled from the American Marketing Association for inappropriate conduct that contradicts the Constitution and impairs the rights of

members. Any offense must be in writing and submitted to the current President no later than a week after the misconduct occurred.

SECTION 7. An active member is defined as attending 50% of the association's general meetings and events per semester.

ARTICLE III. OFFICERS

SECTION 1. The elected officers of the organization shall be the President, Vice-President of Finance, and Vice-President of Communication. Other officers will be elected as needed. The term of office for all elected and appointed positions will begin May 30.

SECTION 2. Powers and Duties of Officers

CLAUSE 1. The President shall be the official liaison of the American Marketing Association between chapter and faculty advisor, as well as between the chapter and association. The duties include chairperson of the Executive Board by presiding at all meetings of the organization as well as overseeing committees and chapter operations. He or she will address issues involving policies, concerns with members, the campus, and the community. The President will also ensure the mission of the organization is being upheld. He or she will review and submit the Chapter Plan and Annual Report. In order to be qualified for the position of President, he or she must be a member of the American Marketing Association at California State University Fullerton and must have at least one term on the American Marketing Association Executive Board.

CLAUSE 2. The Executive Vice-President shall be to assume the responsibilities of the President in his or her absence at all meetings. Duties include collecting the BICC Representative and Vice-Presidents' reports on a weekly basis. He or she will be required to assemble and submit reports for the Chapter Plan and Annual Report to the President. It is his or her responsibility to ensure that yearly activity outlined in the Chapter Plan is executed as closely as possible. The President appoints this position.

CLAUSE 3. The Vice-President of Finance shall collect all collegiate chapter dues, donations, and any monetary funds that are related to American Marketing Association at California State University Fullerton. He/She will be responsible to obtain required signatures (President, Faculty Advisor, and Vice-President of Finance), and create a monthly, semester, and annual budget. Other duties include monitoring disbursements of funds; maintain chapter finances, and preparing the sponsorship letter for potential sponsors. This position works closely with the President, Director of Membership, and Director of Fundraising.

CLAUSE 4. The Vice-President of Communication will perform the duties of record keeping and correspondence between all American Marketing Association members via e-mail and social networking sites about upcoming events and information concerning the organization's activities. Additional duties will include taking attendance at all of the meetings and events, creating a monthly newsletter, and oversees the newsletter committee. He or she manages the Director of Advertising and Director of Online Communication.

CLAUSE 5. The Vice-President of Membership shall recruit potential members, provide American Marketing Association collegiate membership applications, and schedule tabling during the first three weeks of each semester. He/she will send in membership forms along with one check obtained from the Vice-President of Finance. In addition, he/she will need to keep an updated roster of all members, both active and in active. Other duties include renewing and contacting members that need to renew. Appointed by President and Vice President of Finance.

CLAUSE 6. The Director of Fundraising should generate funds by developing fundraising campaigns and corporate sponsorships. He/she is responsible for finding, developing, and maintaining relationships with sponsors and collaborating with the Vice-President of Finance to create fundraising programs. Additional duties include managing the fundraising committee and building relationships with local businesses to obtain donations, discounts on food and supplies (i.e. in-kind donations). Appointed by President and Vice President of Finance.

CLAUSE 8. The Director of Advertising shall design, create, and promote all American Association events by posting flyers in designated locations (Mihaylo building, Portal, Titan Pride Center, Business website). In addition, he or she will be required to create a scrapbook that contains flyers and pictures from all the events and manage the advertising committee. Appointed by President and Vice President of Communication.

CLAUSE 9. The Director of Outreach will ensure that the American Marketing Association is actively involved with our members as well as our community. The duties include planning, assembling and reporting on social events. Also, he or she will be responsible for planning, assembling and reporting on a minimum of two community service events. These duties will be performed through the management of the Director of Community Awareness and the Director of Social events. Appointed by the President.

CLAUSE 10. The Director of Career Opportunities will create and maintain a binder that contains a variety of current jobs and internships for all members. This position will work closely to the Vice-President of Communication, Vice-President of Programming, Director of Professional Events, and Director of Online Communication. Appointed by President and Vice-President of Programming.

CLAUSE 11. The BICC Representative will serve as the liaison between the American Marketing Association and Business Inter-Club Council meetings. He or she will attend all BICC meetings and update AMA with upcoming and current events, and propose for funds. He or she will build and maintain relationships with other clubs and organizations. Appointed by the President.

CLAUSE 12. The Director of Social Media will maintain the American Marketing Association website by posting information that includes: board member biographies, social and community service events, scheduled speakers, pictures, and job and internship postings. In addition, he or she will be required to update and maintain all social network accounts such as Facebook, Twitter, LinkedIn, and Tumblr. Appointed by President and Vice President of Communication.

CLAUSE 14. The Street Team Leader will assist in planning retreats, banquets, and social events that will benefit members and foster a cohesive group under the guidance of the Vice-President of Outreach. He or she will be responsible for purchasing items, setting up and cleaning after events, as well as documenting expenses. Appointed by President and Director of Outreach.

CLAUSE 15. The Vice-President of Programming will be in charge of planning and organizing the AMA Annual Conference and Business Week with the assistance of the Director of Special Events. He or she will also be responsible for setting up professional events for AMA. Additional duties include compiling jobs and internships for the career binder and documenting required information that will be useful towards the chapter plan annual report. In addition, he or she will be the OCAMA liaison in order to keep members updated with networking events. Appointed by President.

CLAUSE 16. The Director of Special Events will be in charge of planning, organizing, and estimating costs for the Annual AMA Collegiate Conference in the spring. This will include researching any competitions and ensure AMA participation. He or she will also be in charge of planning, organizing, and creating a budget for the Business Week event held in the fall. This will include collaborating with other business organizations to ensure a successful event and week. Appointed by President and Vice-President of Programming.

SECTION 3. Officer Qualifications

CLAUSE 1. The President, Executive Vice-President, and Vice-President of Finance only are required to meet the minimum requirements established for Minor Student Representatives Student Officers by the California State University Chancellor's office:

- . a.) Officers must be matriculated and enrolled (non-extended education) at California State University Fullerton.
- . b.) Officers must maintain a cumulative 2.0 grade point average each term.
- . c.) Officers must be in good standing must not be on probation of any kind.
- . d.) Undergraduates are required to earn six semester units each term while holding office. Graduate and credential students must earn three semester units per semester while holding office.
- . e.) Undergraduate officers are allowed to earn a maximum of 150 semester units or 125 percent of the units required for a specific baccalaureate degree objective, whichever is greater. Graduate and credential officers are allowed to earn a maximum of 50 semester units or 167 percent of the units required for the graduate credential objective, whichever is greater.

Section 4. Officer Expectations

CLAUSE 1. Serve as a main representative of the American Marketing Association.

- . a.) Attend a summer, fall, and winter retreat. (Date to be determined)
- . b.) Every executive board member will be required to attend every general meeting.
- . c.) Attend executive board meetings that are held at least twice a month.
- . d.) Each executive member will be required to prepare an expense budget and itemized list for every event.
- . e.) Maintain a binder that contains information regarding your entitled position with past budget reports, expenses, itemized lists, etc.
- . f.) President and Vice Presidents may not miss more than three general meetings/events and one executive board meeting per semester. Directors and BICC Representatives may not miss more than three general meetings/events and three executive board meetings per semester. (Cannot apply missed general meetings to executive board meetings, and vice versa).
- . g.) Excusable reasons for missing meetings include being sick, family/relative/significant other emergency, car breaking down, etc (reasons that as humans we cannot control).

Section 5. Officer Consequences

CLAUSE 1. There will be a 2 strike warning for officers that do not fulfill their responsibilities as stated in the constitution or has inappropriate behavior.

- a.) First strike: The President of the American Marketing Association will have a meeting with the officer about their performance and/or behavior. He or she will be given a warning and will be expected to improve upon what was discussed with the President. If there is no improvement, the officer will be given a second strike.
- b.) Second strike: Schedule a meeting with the President and faculty of advisor of the American Marketing Association about current performance and reasons as to why there is no improvement after the first meeting. There is a possibility of terminating the officer at this point in time.

Section 6

Petition by 1/3 of the total number of members is cause for a recall for election. The offense must be stated in writing and submitted by a member to an Executive Board member or the faculty advisor. After the offense is submitted to the organization, the offending officer has the right to a 48-hour notice of a hearing. A recall election will be conducted as a "Special Election." Recall requires an affirmative vote of 2/3 of the total voting membership.

Section 7.

In the event an elected officer is unable to fulfill his/her term of office, there will be a "Special Election." Any eligible member, including those already holding office, can be nominated for a vacated officer position.

ARTICLE IV. MEETINGS

Section 1. Regular meetings are scheduled at least bi-weekly during the academic year.

Section 2. Executive board meetings are to be held bi-weekly, on weeks that there are no general meetings during the academic year.

Section 3. Special meetings are called by any elected officer or by 5% of the voting members of the organization. All members must be given a minimum of 48 hours (2 working days) prior to the Special Meeting time.

Section 4. Business cannot be conducted unless a quorum of the membership is present. Quorum for this organization is defined as 51% of the voting membership.

ARTICLE V. ELECTIONS

Section 1. Officers are elected once an academic year. Elections are held at the end of each academic year for the following year's term.

Section 2. At least one week's notice will be provided for any meeting at which an election is held.

Section 3. Votes will be cast by secret ballot and counted by an unbiased committee.

Section 4. A candidate must receive at least 51% of the votes. Run off elections will be held if necessary.

ARTICLE VI. ADVISORS

Section 1. Any non-auxiliary employee on a minimum half time basis employed by CSU Fullerton can serve as advisor to this organization.

Section 2. The advisor(s) will serve a term of one academic year and is selected at the same time as the officers of the organization.

Section 3. The advisor(s) may be removed by a 2/3 vote of the membership at a regularly scheduled organization meeting.

Section 4. A staff member from the Dean of Students Office or a School Based Assistant Dean may be assigned to work with this organization to assist the faculty advisor and the organization.

ARTICLE VII. DUES

Section 1. This organization can assess membership fees. Assessments are determined each semester or each academic year by a quorum of the membership at its regularly scheduled organization meeting. Membership fees are based on an academic year.

Section 2. Chapter dues will be 78% or higher depending on how much national dues are.

Section 3. All money must be deposited into an Associated Students, Incorporate Accounting Office agency account.

ARTICLE VII. METHOD TO AMEND THE CONSTITUTION

Section 1. Proposed constitutional amendment or changes will be presented, in writing, to the organization one meeting before this amendment is voted on.

Section 2. Approval by 2/3 of the voting members present at a regular organization meeting will pass this proposed amendment. The amendment is immediately effective unless otherwise stipulated in the proposal.

Section 3. A copy of this constitution, by-laws, and/or amendments to this constitution must be filed in the Dean of Students Office at CSU Fullerton every 2 years or within 90 days after any substantive change or amendment.

ARTICLE IX. DISBURSAL OF ORGANIZATION ASSETS

Section 1. In the event that the American Marketing Association should become defunct, all assets will be turned over to the Cal State Fullerton Associated Students, Inc., to be used to promote student programming on campus.

ARTICLE X. STATEMENT OF AFFILIATION

Section 1. This organization is affiliated with the national American Marketing Association.

Section 2. A copy of any constitution and by-laws of the national American Marketing Association must be filed in the Dean of Students' office at CSU Fullerton.

ARTICLE XI. RULES OF ORDER

Section 1. The American Marketing Association accepts "Robert's Rules of Order" as its Rules of Order.

Section 2. Any issue not directly written in this document will be resolved by referring to the Robert's Rules of Order.

ARTICLE XII. APPROVAL

Section 1. The constitution was approved on May 30, 2015.