

# 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

**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/](http://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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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/](http://MarketingPower.com/chapters/) or call 800.AMA.1150.

### Local Professional Chapter Listings

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