

# Membership Application Form Collegiate

## Name

For full time students not currently employed in a full time professional position. Limited to 5 years.

Prefix  First  Middle  Last  Gender  Male  Female  
College/University  Graduation Date   
City University of New York

## Primary Address

Address Type  Home  School  
Street  Apt/Suite   
City  State  ZIP

## Phone/E-Mail

Phone Type  Home  Mobile  
Area Code  Number  Extension   
Personal Email   
 Check if you would like to receive limited text messages from the AMA about your membership.

## Interest/Responsibilities (SELECT UP TO 4)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Academia                          | <input type="checkbox"/> Database/CRM             | <input type="checkbox"/> Product Marketing |
| <input type="checkbox"/> Advertising                       | <input type="checkbox"/> Digital Marketing        | <input type="checkbox"/> Retail Marketing  |
| <input type="checkbox"/> Analytics/Metrics                 | <input type="checkbox"/> Direct Marketing         | <input type="checkbox"/> Sales             |
| <input type="checkbox"/> Branding                          | <input type="checkbox"/> Global Marketing         | <input type="checkbox"/> Social Media      |
| <input type="checkbox"/> Career Development                | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Strategy          |
| <input type="checkbox"/> Consumer Products/ Packaged Goods | <input type="checkbox"/> Marketing Research       | <input type="checkbox"/> Other             |
| <input type="checkbox"/> Customer Strategy                 | <input type="checkbox"/> Mobile Marketing         | <input type="text"/>                       |

## Statement of Ethics (REQUIRED; PRINT FORM AND SIGN)

As an AMA member, I agree to abide by the AMA Statement of Ethics, embracing the highest ethical norms and values for marketers. (1) Marketers must first do no harm. (2) Marketers must foster trust in the marketing system. (3) Marketers should embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system.

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 AMA.org. 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 \_\_\_\_\_

## Faculty Sponsorship Signature (APPLICATION WILL NOT BE PROCESSED WITHOUT A SIGNATURE)

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

Faculty Sponsor Signature \_\_\_\_\_ Date

Myles Bassell, Deputy Chairperson Sonia Lambert, Assistant Deputy Chairperson

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## Communications Preferences

I want to receive the following email notifications about important AMA products and services (check areas of interest below)

Do not include me in the AMA member directory.

- AMA Online Weekly Digest** — The latest online content including webcasts, AMA TV, virtual events & podcasts.
- Professional Development** — Information on key events to boost your marketing knowledge & career.
- Webcasts** — Information on free webcasts focused on the hottest topics in marketing.
- Membership Benefits** — Essential announcements and news about your AMA membership.
- Career Center** — Information and updates about marketing jobs and career news.
- Academic Announcements** — Teaching, research and service resources for today's marketing academics.
- Your Opinion Counts** — Occasional surveys to get your voice heard on critical marketing topics.
- Collegiate Member Updates** — Information about student member benefits, collegiate competitions & scholarships.
- Special Offers** — Exclusive content, reports, resources and products from the AMA and our sponsors.

## eNewsletter Preferences

- Marketing News Weekly** — This week's marketing news, insights and commentary.
- Marketing Academic** — Events, journal features, and academic community highlights.
- B2B Marketing** — News and information tailored to business marketers' needs.
- AMA Jobs** — Featured marketing positions from AMA's Job Board.
- Career Update** — Career resources and information to help you in your career.
- Collegiate Connections** — Important chapter announcements, collegiate division updates & best practices.
- Marketing Health Services** — Covering the latest marketing strategies, insights and best practices in health care.
- Marketing Insights** — Driving informed decisions and business value through analytics.
- The AMA Journal Reader** — Short essays summarizing key insights from topics covered in AMA Journals.

## Local Chapters (OPTIONAL)

### Chose your chapter:

- |   |   |   |  |  |
|---|---|---|--|--|
| <p><b>Alabama</b></p> <p><input type="checkbox"/> Birmingham . . . . .No Dues</p> <p><b>Alaska</b></p> <p><input type="checkbox"/> Alaska (Anchorage) . . . \$15</p> <p><b>Arizona</b></p> <p><input type="checkbox"/> Tucson . . . . . \$5</p> <p><input type="checkbox"/> Phoenix . . . . . \$8</p> <p><b>California</b></p> <p><input type="checkbox"/> Inland Empire (Riverside/San Bernardino) . . . . . \$15</p> <p><input type="checkbox"/> Orange County . . . . . \$10</p> <p><input type="checkbox"/> Sacramento Valley . . . . . \$5</p> <p><input type="checkbox"/> San Diego . . . . . \$5</p> <p><input type="checkbox"/> San Francisco Bay Area . \$10</p> <p><input type="checkbox"/> Silicon Valley (San Mateo/San Jose) . \$10</p> <p><input type="checkbox"/> Los Angeles . . . . . \$10</p> <p><b>Colorado</b></p> <p><input type="checkbox"/> Colorado (Denver) . . . . . \$5</p> <p><b>Connecticut</b></p> <p><input type="checkbox"/> Connecticut (Hartford) . . . \$5</p> <p><input type="checkbox"/> Fairfield County . . . . . \$5</p> <p><b>District of Columbia</b></p> <p><input type="checkbox"/> Washington, DC . . . . . \$10</p> | <p><b>Florida</b></p> <p><input type="checkbox"/> Orlando . . . . . \$5</p> <p><input type="checkbox"/> Jacksonville . . . . . \$5</p> <p><input type="checkbox"/> South Florida (Ft. Lauderdale/Miami) . . \$5</p> <p><input type="checkbox"/> Tampa Bay . . . . . \$5</p> <p><b>Georgia</b></p> <p><input type="checkbox"/> Atlanta . . . . . No Dues</p> <p><b>Hawaii</b></p> <p><input type="checkbox"/> Hawaii . . . . . \$5</p> <p><b>Illinois</b></p> <p><input type="checkbox"/> Chicago . . . . . \$25</p> <p><b>Indiana</b></p> <p><input type="checkbox"/> Indianapolis . . . . . \$5</p> <p><input type="checkbox"/> Michiana (South Bend/Elkhart) . . . . . \$5</p> <p><b>Iowa</b></p> <p><input type="checkbox"/> Iowa (Des Moines) . . No Dues</p> <p><b>Kansas</b></p> <p><input type="checkbox"/> Kansas City . . . . . No Dues</p> <p><input type="checkbox"/> Wichita . . . . . \$12.50</p> <p><b>Louisiana</b></p> <p><input type="checkbox"/> New Orleans . . . . . \$3</p> <p><b>Maryland</b></p> <p><input type="checkbox"/> Baltimore . . . . . \$5</p> <p><b>Massachusetts</b></p> <p><input type="checkbox"/> Boston . . . . . \$10</p> | <p><b>Michigan</b></p> <p><input type="checkbox"/> Detroit . . . . . \$5</p> <p><input type="checkbox"/> Michiana . . . . . \$5</p> <p><input type="checkbox"/> West Michigan (Grand Rapids) . . . . . \$5</p> <p><input type="checkbox"/> Southwest Michigan (Kalamazoo/Battle Creek) . . . . . No Dues</p> <p><b>Minnesota</b></p> <p><input type="checkbox"/> Minnesota (Minneapolis) . . \$5</p> <p><b>Missouri</b></p> <p><input type="checkbox"/> Kansas City . . . . . No Dues</p> <p><input type="checkbox"/> St. Louis . . . . . No Dues</p> <p><b>Nebraska</b></p> <p><input type="checkbox"/> Omaha . . . . . \$10</p> <p><input type="checkbox"/> Lincoln . . . . . \$10</p> <p><b>Nevada</b></p> <p><input type="checkbox"/> Las Vegas . . . . . \$10</p> <p><input type="checkbox"/> Reno-Tahoe . . . . . \$5</p> <p><b>New Jersey</b></p> <p><input type="checkbox"/> New Jersey (Newark) . . \$10</p> <p><input type="checkbox"/> New Jersey/New York* . \$25</p> <p><b>New Mexico</b></p> <p><input type="checkbox"/> New Mexico (Albuquerque) . . . No Dues</p> | <p><b>New York</b></p> <p><input type="checkbox"/> New York* (City) . . . . . \$15</p> <p><input type="checkbox"/> New York Capital Region (Albany) . . . . . No Dues</p> <p><input type="checkbox"/> Rochester . . . . . \$5</p> <p><input type="checkbox"/> New York/New Jersey* . \$25</p> <p><b>North Carolina</b></p> <p><input type="checkbox"/> Charlotte . . . . . \$5</p> <p><input type="checkbox"/> Triangle (Raleigh) . . . . \$10</p> <p><b>Ohio</b></p> <p><input type="checkbox"/> Northeast Ohio . . . . . \$10</p> <p><input type="checkbox"/> Cincinnati . . . . . \$10</p> <p><input type="checkbox"/> Columbus . . . . . \$5</p> <p><b>Oklahoma</b></p> <p><input type="checkbox"/> Oklahoma City . . . . . No Dues</p> <p><input type="checkbox"/> Tulsa . . . . . \$5</p> <p><b>Oregon</b></p> <p><input type="checkbox"/> PDX (Portland) . . . . . \$10</p> <p><b>Pennsylvania</b></p> <p><input type="checkbox"/> Philadelphia . . . . . \$5</p> <p><input type="checkbox"/> Pittsburgh . . . . . \$15</p> <p><b>South Carolina</b></p> <p><input type="checkbox"/> Charleston . . . . . \$10</p> <p><input type="checkbox"/> Columbia . . . . . \$10</p> <p><b>Tennessee</b></p> <p><input type="checkbox"/> Knoxville . . . . . \$15</p> | <p><input type="checkbox"/> Memphis . . . . . \$10</p> <p><input type="checkbox"/> Nashville . . . . . \$15</p> <p><b>Texas</b></p> <p><input type="checkbox"/> Austin . . . . . \$5</p> <p><input type="checkbox"/> Dallas/Ft. Worth . . . . . \$5</p> <p><input type="checkbox"/> Houston . . . . . No Dues</p> <p><input type="checkbox"/> San Antonio . . . . . No Dues</p> <p><b>Utah</b></p> <p><input type="checkbox"/> Utah (Salt Lake City) . . . \$10</p> <p><b>Virginia</b></p> <p><input type="checkbox"/> Central Virginia (Charlottesville) . . . . . \$25</p> <p><input type="checkbox"/> Hampton Roads (Norfolk) . \$5</p> <p><input type="checkbox"/> Richmond . . . . . \$5</p> <p><b>Washington</b></p> <p><input type="checkbox"/> Puget Sound (Seattle) . . . \$5</p> <p><b>Wisconsin</b></p> <p><input type="checkbox"/> Madison . . . . . \$8</p> <p><input type="checkbox"/> Milwaukee . . . . . \$5</p> <p><input type="checkbox"/> Northeast Wisconsin (Appleton/Green Bay/Oshkosh) . . . . . \$10</p> |
|---|---|---|--|--|

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

# Membership Application Form Collegiate

## Membership/Collegiate Chapter Dues

Annual Collegiate Membership Dues \$50

Professional Chapter  + \$

Professional Chapter dues are optional; see list on page 2 to determine your chapter and dues and enter both above.

**Membership Dues Subtotal** = \$

## Publications

An online subscription to *Marketing News* is included in your membership. You may also subscribe to additional publications at the member-discounted rate. Price is per year.

AMA membership is individual and nontransferable.

- |   |      |    |                      |
|---|------|----|----------------------|
| <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly)                        | \$90 | \$ | <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly)               | \$90 | \$ | <input type="text"/> |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly)          | \$80 | \$ | <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Public Policy &amp; Marketing</i> (Semiannually) | \$65 | \$ | <input type="text"/> |

**Additional Publications Subtotal** (if applicable) \$

## Payment Information

- Check** (payable to the AMA in U.S. funds drawn from a U.S. bank)
- Card:**  American Express  Discover  MasterCard  Visa

Card Number

3-Digit Security Code  Exp. Date (mm/yyyy)

Signature

Date (mm/dd/yyyy)

**Membership Dues Subtotal** + \$

**Additional Publications Subtotal** (if applicable) + \$

**Total Payment Due** = \$

## Save Money After Graduation with a Young Professional Membership:

Upon graduation, you are eligible to renew as a Young Professional member at less than half the price through the AMA's Young Professional Membership Program. Young Professional membership offers the full benefits of Professional membership, and is available only to recent graduates.

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.

For more information about Young Professional membership, email [info@ama.org](mailto:info@ama.org)

## Return your complete form with payment to:

American Marketing Association • 130 E. Randolph St., 22nd Floor • Chicago, IL 60601-6320 • Phone: 312.542.9000 or 1.800.AMA.1150 • Fax: 312.542.9001 • [AMA.org](http://AMA.org)