

# C O N S T I T U T I O N

*of the* AMERICAN MARKETING ASSOCIATION

## **Article I. Name of Organization**

The name of this organization is the American Marketing Association. This organization will utilize the acronym AMA in all publicity materials and correspondence. The American Marketing Association is affiliated with the National Chapter operating in Chicago, Illinois. The website of the American Marketing Association is [www.marketingpower.com](http://www.marketingpower.com).

## **Article II. Purpose Statement**

The Purpose of the American Marketing Association will be:

- A. To offer students the opportunity to gain practical business experience.
- B. To offer students a chance to develop leadership skills, which differentiate them as outstanding candidates for employment.
- C. To offer students an organizational environment which promotes friendly working relations between students, faculty, and business professionals.
- D. To encourage individuals to develop broad, innovative thinking while offering an opportunity to initiate individual ideals.
- E. To offer students an organizational environment which promotes friendly working relations between students, faculty, and business professionals.

## **Article III. Compliance Statement**

Upon approval by the Department of Student Activities and Involvement, the American Marketing Association shall be a registered student organization at the University of Florida. The American Marketing Association shall comply with all local, state and federal laws, as well as all University of Florida regulations, policies, and procedures. Such compliance includes but is not limited to the University's regulations related to Non-Discrimination, Sexual Harassment (including sexual misconduct, dating violence, domestic violence, and stalking), Hazing, Commercial Activity, and Student Leader Eligibility.

## **Article IV. University Regulations**

### **Section A. Non-Discrimination**

The American Marketing Association agrees that it will not discriminate on the basis of race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance Act.

### **Section B. Sexual Harassment**

The American Marketing Association agrees that it will not engage in any activity that is unwelcome conduct of sexual nature that creates a hostile environment.

### **Section C. Hazing**

The American Marketing Association agrees that it will not initiate, support, or encourage any events or situations that recklessly, by design, or intentionally endanger the mental or physical health or safety of a student for any purpose including but not limited to initiation or admission into or affiliation with any student group or organization.

### **Section D. Responsibility to Report**

If this organization becomes aware of any such conduct described in this article, the American Marketing Association will report it immediately to Student Activities and Involvement, the Director of Student Conduct and Conflict Resolution, or the University's Title IX Coordinator.

## **Article V. Membership**

Membership in this organization is open to all enrolled students at the University of Florida. Non-enrolled students, spouses, faculty, and staff may be associate members; however, they may not vote or hold office. All members and associate members are free to leave and disassociate without fear of retribution, retaliation, or harassment.

## **Article VI. Officers**

**Section A.** The elected officers of the American Marketing Association shall be President, Executive Vice President, Vice President of Professional Development, Vice President of Finance, Vice President of Membership, Vice President of Communications, two Marketing Directors, two Chapter Development Directors, two Fundraising Directors, Service Director, Historian, and Social Director.

Part 1. The President shall preside at all meetings, make interim appointments as necessary and be chairperson to the Board of Directors. The President is responsible for overseeing the other officers and making any decisions that do not require a vote by the Board of Directors. The President will, at the beginning of each semester, input the names of Officers into the University of Florida's website as required and will reserve a meeting room to be used for the entire semester. The duty of the President will be to update affiliation material with the

National American Marketing Association and turn these materials in by their respected due date. The President will also create any promotional literature to be used at the Business Bash, and will be responsible for scheduling meetings of the Board of Directors.

Part 2. The Executive Vice President shall coordinate, supervise, and guide all the directors and committees. The Executive Vice President will perform the responsibilities of the President in the President's absence. In the event of a vacancy of Presidency for any reason, the Executive Vice President will secede to Presidency as elected by the Board of Directors.

Part 3. The Vice President of Professional Development shall be responsible for the promotion of the Chapter to both the University and the community. The Vice President of Professional Development will be the Chapter representative to the BACC. The Vice President of Professional Development will be a faculty liaison, keeping open a two-way line of communication with all marketing faculty and other Business Deans. The Vice President of Professional Development will also be responsible for the scheduling of guest speakers for regular chapter meetings. He/she will work with the President to finalize a list of speakers early in the semester and will be responsible for writing letters of invitation and thanks.

Part 4. The Vice President of Finance shall collect all Chapter funds and deposit them in an account on behalf of the American Marketing Association. The Vice President of Finance will be responsible for making all necessary expenditures, payments, keeping accurate financial records, and submitting a written financial report to the Chapter for the National Report. A verbal statement of the Chapter's current balance, outstanding debts, and expected incoming funds must be made at the Board of Director's meeting. At the conclusion of each semester, a minimum carry-over of \$100 must be in the Chapter account. A written statement showing the current balance, outstanding debts, and incoming funds must accompany the tabulation of the President-elect, and Vice President of Finance-elect.

Part 5. The Vice President of Membership shall compile and keep all minutes of meetings, records of attendance for all members, and will keep track of member points. The Vice President of Membership will work with all other officers in maintaining a current list of active members and will share this information weekly with the Vice President of Communications. At the end of the semester, the Vice President of Membership will total the points earned by each member to determine Gold, Silver, and Bronze member status.

Part 6. The Vice President of Communications shall be responsible for creating and updating the Chapter's website. The Vice President of Communications will also work with the President in determining website content and will update the site weekly. Each year the President and the Vice President of Communications will renew the Chapter's contract and pay the necessary fees to maintain the [www.amagator.com](http://www.amagator.com) URL. Also, the Vice President of Communications will be responsible for highlighting events via creating a scrap book or slide show at the end of the semester.

Part 7. The Marketing Directors will be responsible for the selection and execution of the club's semi-annual marketing project. This project should be in cooperation with an outside organization or business, and should be structured as is dictated in the Marketing Director's

Binder. They will work with faculty in getting recommendations for possible projects and will report directly to the Executive Vice President about any ideas they may have.

Part 8. The Chapter Development Directors will be responsible for writing the UF Chapter Plan in the fall and following up with writing the UF Annual Report in spring. These are long documents that are required to be submitted in order for us to remain with the "Active Chapter" standing within the American Marketing Association. Once accomplished, directors will regularly check [marketingpower.com](http://marketingpower.com) for upcoming events, and national AMA news that could benefit our members. Lastly, the directors are responsible for choosing a conference to attend. AMA Gators are attending the International Collegiate Conference in New Orleans, LA this spring so it is your responsibility to plan the entire itinerary for the conference weekend from obtaining directions to booking hotel rooms.

Part 9. The Fundraising Directors will be required to meet a fundraising budget to be approved by the VP of Finance at the beginning of the semester. It is up to the Fundraising Directors to work with the Executive Vice President to get approval and to schedule events no less than three weeks prior to the event's date.

Part 10. The Service Director will be responsible for planning and staffing community service events. The Service Director will present a schedule of events no less than three weeks prior to the event's date, and will work directly with the Executive Vice President about possible service functions.

Part 11. The Historian shall be responsible for the photography, video documentation, and documentation of all events and activities. Furthermore, the Historian is responsible for keeping records of all activities and events of the year.

Part 12. The Social Director will be responsible for the planning of any Chapter social activities including the beginning of the semester Social and end of the semester social. Additionally, the social committee will be responsible for the planning, budgeting, and staffing of the end of the year banquet. The Committee Directors will work with the Executive Vice President and will get approval no less than three weeks prior to event's date.

- Section B. There are no appointed officers of the American Marketing Association, all shall be elected.
- Section C. Officers shall assume their official duties at the close of the last general meeting of the academic year and shall serve for a term of one academic year and/or until their successors are elected/appointed.
- Section D. Any officer of the American Marketing Association may be removed from office through the following process:

Part 1: A written request by at least three voting members of the organization shall be submitted to either the President, Vice President, or VP of Finance. Written notification shall be sent to the officer in question asking that officer to be present at the next meeting and prepared to respond to the removal request.

Part 2: A two thirds majority vote of members present is necessary to remove the officer.

Part 3: In the event of the removal of an officer, a special provision may be granted to the remaining officers to appoint an interim replacement until an election may be held.

Section E. Part 1: The chapter executive board shall be elected annually at the end of the spring semester and serve from start of the academic year.

Part 2: The chapter directors shall be elected semiannually at the end of the Fall semester and at the end of the Spring semester. They will serve for the following semester

Part 3: There will be a review of the President's performance after the first semester of service, and a two-thirds majority vote of the board of directors will maintain the President's office.

Section F. The Board of Directors shall consist of the elected officers and directors, and a Faculty Advisor and an advisory member.

Section G. Minimum Requirements of Officers and Directors

Part 1. All officers and directors are required to attend all Board meetings, General meetings, and Special meetings.

Part 2. If an officer or director cannot attend any meeting, a sufficient excuse must be provided to the Executive Vice President within seven days of the absence for the record. A sufficient excuse will include, but is not limited to:

- A. Personal illness
- B. Interviews
- C. Same day and time exams
- D. An emergency approved by the executive board

Insufficient excuses include, but are not limited to:

- A. Regular work schedules
- B. Next day tests
- C. Class scheduling

Part 3. When an officer other than the President is going to be absent, with approval, from a Board meeting, General meeting, or Special meeting, the President will serve as a representative for that officer, but will not have the voting right of the absent officer.

Part 4. When a chairperson is going to be absent, with approval, from a Board meeting, General meeting, or Special meeting, he/she must secure and be responsible for the attendance of a committee member. That representative, the Co-Chairperson if possible, must be up-to-date with current committee plans and events. That representative will have the voting right for that committee at that meeting.

Part 5. Invalid excuses will be brought before the Executive Board, as determined by the President. At the following meeting, the Executive Board will decide if any action is to be taken. The Executive Board will determine the number of invalid excuses that may result in removal from office in a case-by-case manner.

Part 6. The President will inform an officer who does not comply with assigned responsibilities that improvement is needed. If no improvement IS recorded, he/she may be relieved of office by a two thirds majority vote of the Board of Directors. In the case of the President's negligence, the Executive Vice President will inform the President and Board of Directors that improvement is needed. If no improvement is recorded, he/she may be removed from office by a two-thirds majority vote of the Board of Director s.

Part 7. In order to be nominated or elected to an executive board position the nominee may only have 2 excused absences and 3 unexcused absences total.

Section H. In the event of an officer resigning or being removed from office, a special election will be held. Nominations will be immediately opened for that position at the officer's announcement. Nominations will close and the election will occur no less than seven days following the opening of nominations. The Board of Directors shall approve a special election date if necessary.

## **Article VII. Elections**

Section A. Nominations for officer positions will be opened by the president to all chapter members at a scheduled meeting at least two weeks prior to the nomination close date. Announcements stating date, place, and time of election nominations and election proceedings will be posted for the entire chapter.

Section B. Any member may nominate any other member for all positions except executive board positions. A nominee for the executive board must have been either an officer or committee director prior to their nomination to the executive board. The executive board nominations must be seconded by someone currently on the Board of Directors, a directorship nomination may be seconded by anyone. Debate, discussion, and speeches about nominations are not in order. The named candidate, if present, may decline the nomination and have his/her name withdrawn. If he/she is silent, or absent, the nomination is presumed to have been accepted. A motion to close verbal nominations can be made when it appears that no more are going to be made or there are too many and it seems to be getting out of hand. Write-in nominations will be accepted by the president through e-mail as long as nominations are open.

Section C. The nomination close will occur at a scheduled meeting proceeding the election date by at least forty-eight hours and not more than seven days. No nominations will be accepted after the nomination close, thus there will be no write-in votes.

Section D. The election date will be during November in the Fall and April for the Spring. Elections will

be held at a General meeting.

- Section E. An election is unnecessary if there is only one legal candidate for each vacancy, or if there are no more candidates than vacancies.
- Section F. During the election procedures, the officers will be elected in the order of President, Executive Vice President, Vice President of Professional Development, Vice President of Finance, Vice President of Membership, and Vice President of Communications. Directors shall be elected in the order of Marketing, Promotions, Fundraising, Social and Service. Each candidate will have a predetermined amount of time, not exceeding four minutes, in which to speak.
- Section G. Candidates will have the option of sliding to one other officer position for electoral purposes.
- Section H. The President and Vice President of Membership will serve as the officiating governors of election proceedings, if there is no conflict of interest.
- Section I. A candidate will be elected to his/her position with at least a fifty percent margin of the voting members present. In the event that there is not a fifty percent margin, a run-off election will immediately take place between the two top candidates.
- Section J. In the event of a tie vote in any executive board election, all candidates will have the opportunity to speak for 30 seconds and be asked one question from the members. A tie-breaking vote will be taken immediately following the 30-second speech.
- Section K. In the event that the University of Florida does not recognize and/or disputes an elected officer, by providing the necessary information he/she may be reappointed to his/her elected position by an immediate majority vote of the Board of Directors.

## **Article VIII. Faculty Advisor**

- Section A. The Board of Directors may select its own Faculty Advisor. This should be done in conjunction with and approval by the Dean of Business Administration College. The Faculty Advisor will be the official faculty contact for the Chapter.
- Section B. The Faculty Advisor will serve at least one full school year. The Faculty Advisor may attend Board meetings, and General meetings, and advise the Chapter on matters under consideration.
- Section C. Additional faculty representation may be required for special projects or events, however, only the designated Faculty Advisor may vote.
- Section D. In the event that the faculty advisor is unable to continue in their position, officers may nominate a replacement at any time, to be confirmed by a majority vote of the members.

## **Article IX. Finance**

The American Marketing Association will be funded through the collection of annual membership dues in the amount of \$65 to be paid during the month of September. This fee covers the cost of t-shirts, travel to national conferences, and other operational expenses of the organization.

## **Article X. Dissolution of Organization**

In the event of this organization dissolves, all monies left in the treasury, after outstanding debts and claims have been paid, shall be donated to "March for Dimes."

## **Article XI. Amendments to Constitution**

Once proper notification has been given to the Board of Directors, the Constitution and Bylaws may be amended by a majority vote of the Board of Directors.



# B Y L A W S

## *of the* AMERICAN MARKETING ASSOCIATION

- Section 1. The American Marketing Association Chapter will be responsible for renewing its charter with the American Marketing Association National Chapter each year. Upon notification by the Association, the chapter will submit the following to renew its affiliation with the National Office:
- 10 AMA student member minimum
  - Collegiate Chapter Officer Report Form
  - Chapter Plan
  - Annual Report
  - Update of the chapter constitution
  - Other items as required by the Association
- Section 2. The Collegiate Chapter of the American Marketing Association requires each member to pay \$65 annually. This fee covers \$45 in national dues and \$20 in chapter dues. In the case national dues increase, annual dues will be adjusted accordingly
- Section 3. National dues must be paid in addition to Chapter dues, in order to maintain national affiliation and use the American Marketing Association on promotional material, resumes, and marketing material. National dues will be \$45 annually or as otherwise prescribed by Nationals.
- Section 4. A copy of the Constitution will be provided for each member of the Board of Directors, the Faculty Advisor, and any new member requesting it. The Constitution will be reviewed each semester that it is in keeping with the needs of the Collegiate Chapter.
- Section 5. The Board of Directors will determine the number, location, and times of all meetings. Notice of such meetings will be posted or sent via e-mail to members no less than three days in advance of the meeting date.

# A M E N D M E N T S

## *of the* AMERICAN MARKETING ASSOCIATION

**Amendment I.** Request a mandatory review of the AMA constitution every semester.

Formal Definition: Each semester, the leadership of the American Marketing Association will review the Constitution. This will accomplish the following:

- Guarantee accuracy of responsibilities outlined
- Ensure relevance
- Facilitate amendments

**Amendment II.** Request mandatory platform to be submitted by electoral candidates

Formal Definition: The platform will consist of the following:

- Name
- Major
- Semesters Involved with the American Marketing Association
- Activities
- Position desired
- Proposed changes/improvements to desired position
- Other comments
- Two alternative positions desired

The platform will be turned into the President BEFORE elections. This will help promote thought and reflection of the desired position's duties before becoming elected to a position

**Amendment III.** All e-board should be in "good stand among the points system"

Formal Definition: The Executive Board members are required to attend all general meetings, unless they have a conflicting exam/review, interview, or other University accepted documented excuses. AMA leadership need to be evaluated through a points system in order to guarantee participation in organized events, stimulate team unity, and display passion for the organization. This is an effective way to ensure hard work, dedication, and constant attendance to official events.

**Amendment IV.** Resignation or Removal of an Executive Board member

Formal Definition: In order for an Executive Board member to resign, they must first issue a two week notice. In those two weeks, the member must return all AMA materials and help in the election of a replacement. The Board of Directors must approve the replacement officer. Once a replacement is approved by the Board of Directors, the resigning member must prepare their replacement for any upcoming duties . In the event of removal from office they must return all AMA materials within a week. This will enable the Executive Board to continue without detrimental effects due to the resignation.

**Amendment V.** Resignation or Removal of a Director

Formal Definition: In the event of a director resigning or being removed from office, general members will submit resumes to the President. The formal director will be required to return all AMA material to the Executive Vice President within two weeks. The Board of Directors will meet for a special election, if necessary. Candidates will be elected to his/her position with

at least a fifty percent margin of the Executive Board.