Collegiate Membership Application Form

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

PRIMARY ADDRESS

Address Type  Home  School

Street  Apt/Suite

City  State  ZIP

PHONE/E-MAIL

Phone Type  Home  Mobile

Area Code  Number  Extension

Email  

☐ Check if you would like to receive limited text messages from the AMA about your membership.

INTEREST/RESPONSIBILITIES (SELECT UP TO 4)

☐ Academia  ☐ Database/CRM  ☐ Product Marketing
☐ Advertising  ☐ Digital Marketing  ☐ Retail Marketing
☐ Analytics/Metrics  ☐ Direct Marketing  ☐ Sales
☐ Branding  ☐ Global Marketing  ☐ Social Media
☐ Career Development  ☐ Marketing Communications  ☐ Strategy
☐ Consumer Products/ Packaged Goods  ☐ Marketing Research  ☐ Other
☐ Customer Strategy  ☐ Mobile Marketing

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 _____________
COMMUNICATIONS PREFERENCES

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

☐ 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.

Do not include me in the AMA member directory.

ENEWSLETTER PREFERENCES

☐ Marketing News Weekly — This week’s marketing news, insights and commentary.
☐ AMA Worldview — Expert insights from global marketing leaders.
☐ B2B Marketing — News and information tailored to business marketers’ needs.
☐ AMA Jobs — Featured marketing positions from AMA’s Job Board.
☐ College2Career — Career resources and information to help you launch 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:

☐ Alabama 
  Birmingham . . . . No Dues
  Birmingham (Las Vegas) . . . $10
  Mobile . . . . $5
  Montgomery . . . . $10
  Huntsville . . . . $10
  Tuscaloosa . . . . $10
  Auburn . . . . $10
  Biloxi . . . . $10
  Lafayette . . . . $10
  Shreveport . . . . $10
  New Orleans . . . . $10

☐ Alaska 
  Alaska (Anchorage) . . . $15
  Anchorage . . . . $5
  Fairbanks . . . . $10
  Juneau . . . . $5
  Ketchikan . . . . $5
  Sitka . . . . $5
  Wrangell . . . . $5

☐ Arizona 
  Tucson . . . . $5
  Phoenix . . . . $8
  Flagstaff . . . . $5
  Prescott . . . . $5
  Yuma . . . . $5

☐ California 
  Inland Empire (Riverside/San Bernardino). . . . $15
  Orange County . . . . $10
  Sacramento Valley . . . . $5
  San Diego . . . . $5
  San Francisco Bay Area . . . . $10
  Silicon Valley (San Mateo/San Jose) . . . . $10
  Los Angeles . . . . $10

☐ Colorado 
  Colorado (Denver) . . . . $5
  Colorado Springs . . . . $5
  Colorado Springs (Ft. Collins) . . . . $5
  Fort Collins . . . . $5
  Denver . . . . $5

☐ Connecticut 
  Connecticut (Hartford) . . . . $5
  Fairfield County . . . . $5

☐ District of Columbia 
  Washington, DC . . . . $10

☐ Florida 
  Orlando . . . . $5
  Jacksonville . . . . $5
  South Florida (Ft. Lauderdale/Miami) . . . $5
  Tampa Bay . . . . $5
  Atlanta . . . . $10

☐ Georgia 
  Georgia (Atlanta) . . . . $10

☐ Hawaii 
  Hawaii . . . . $5

☐ Illinois 
  Chicago . . . . $25
  Indiana . . . . $10
  Indianapolis . . . . $5
  Michiana (South Bend/Elkhart) . . . . $5

☐ Iowa 
  Iowa (Des Moines) . . . . $10

☐ Kansas 
  Kansas City . . . . No Dues
  Wichita . . . . $12.50

☐ Louisiana 
  New Orleans . . . . $3

☐ Maryland 
  Baltimore . . . . $5

☐ Massachusetts 
  Boston . . . . $10

☐ Michigan 
  Detroit . . . . $5
  Michiana . . . . $5
  West Michigan (Grand Rapids) . . . . $5
  Southwest Michigan (Kalamazoo/Battle Creek) . . . . $20

☐ Minnesota 
  Minnesota (Minneapolis) . . . . $5

☐ Missouri 
  Kansas City . . . . No Dues
  St. Louis . . . . No Dues

☐ Nebraska 
  Greater Omaha . . . . $10
  Lincoln . . . . $10

☐ Nevada 
  Las Vegas . . . . $10
  Reno-Tahoe . . . . $5

☐ New Jersey 
  New Jersey (Newark) . . . . $10
  New Jersey/NewYork* . . . . $25

☐ New Mexico 
  New Mexico (Albuquerque) . . . . No Dues

☐ New York 
  New York* (City) . . . . $15
  New York Capital Region (Albany) . . . . No Dues
  Rochester . . . . $5
  New York/NewYork* . . . . $25

☐ North Carolina 
  Charlotte . . . . $5
  Triangle (Raleigh) . . . . $10

☐ Ohio 
  Akron/Canton . . . . $5
  Cincinnati . . . . $10
  Cleveland . . . . $10
  Columbus . . . . $5

☐ Oklahoma 
  Oklahoma City . . . . No Dues
  Tulsa . . . . $5

☐ Oregon 
  PDX (Portland) . . . . $10

☐ Pennsylvania 
  Philadelphia . . . . $5
  Pittsburgh . . . . $15

☐ South Carolina 
  Charleston . . . . $10
  Columbia . . . . $10

☐ Tennessee 
  Knoxville . . . . $40

☐ Texas 
  Austin . . . . $5
  Dallas/Ft. Worth . . . . $5
  Houston . . . . No Dues
  San Antonio . . . . No Dues

☐ Utah 
  Utah (Salt Lake City) . . . . $10

☐ Virginia 
  Central Virginia (Charlottesville) . . . . $25
  Hampton Roads (Norfolk) . . . . $5
  Richmond . . . . $5

☐ Washington 
  Puget Sound (Seattle) . . . . $5

☐ Wisconsin 
  Madison . . . . $8
  Milwaukee . . . . $5
  Northeast Wisconsin (Appleton/Green Bay/ Oshkosh) . . . . $10

* 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/COLLEGIATE CHAPTER DUES

Annual Collegiate Membership Dues $47

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. No percentage of dues is used for lobbying purposes.

- Journal of Marketing (Bimonthly) $85
- Journal of Marketing Research (Bimonthly) $85
- Journal of International Marketing (Quarterly) $75
- Journal of Public Policy & Marketing (Semiannually) $60
- Marketing Insights magazine (Quarterly) $75
- Marketing Health Services magazine (Quarterly) $75

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

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