

Application Form

for collegiate membership

the source



Fill out this form completely, including acquiring a Faculty Sponsor signature and signing the Code of Ethics on the reverse side.

Please print all information. Return your form with the appropriate payment to the AMA (see address, fax, and e-mail information on reverse side).

Applicant Information

Check here if you are a prior member of the AMA

Send all mail to my: School Address Home address

College/University Attending _____

Mr. Ms. Last Name _____ First Name _____ Middle Initial _____

Home Address (required for membership) _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Address at School (if different than above) _____

City _____ State/Province _____ Country _____ Zip/Postal Code _____

Phone at School (_____) _____ Home Phone (_____) _____

School E-mail _____ Other E-mail _____

Degree Currently Attaining: Undergraduate Graduate Doctorate

Graduation Date: Month _____ Year _____

Payment Information

1. AMA Membership* Dues

- National Collegiate Membership Dues \$39.00
(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) +\$_____

Note the dues for the chapter you wish to join and add that amount here. For further information on individual chapters, please visit our Web site at www.MarketingPower.com.

Chapter Name _____

Membership Dues Subtotal = \$_____

2. AMA Publications at Special Member Prices

(in addition to Annual Membership Dues)

- Journal of Marketing* (Quarterly) + \$30.00
- Journal of Marketing Research* (Quarterly) 30.00
- Journal of International Marketing* (Quarterly) 30.00
- Journal of Public Policy & Marketing* (Semiannual) 30.00
- Marketing Management* (Bimonthly) 30.00
- Marketing Research* (Quarterly) 30.00
- Marketing Health Services* (Quarterly) 30.00

Publications Subtotal = \$_____

3. Total Amount Enclosed

Add Subtotals 1 and 2

= \$_____

(Important: This amount does not include your Collegiate Chapter dues. Please check with your Collegiate Chapter and remit those dues directly to your Chapter.)

4. Method of Payment

Check (payable to the AMA in U.S. funds drawn from a U.S. bank)

VISA MasterCard American Express

Card #

Expiration Date /

Signature _____

* AMA membership is individual and nontransferable.

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 _____

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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 over 74 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 opportunities.

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 web site at www.MarketingPower.com and select local chapters.

Local Professional Chapter Listings

ALABAMA Birmingham.....No Dues	HAWAII Hawaii.....\$5	NEBRASKA Greater Omaha.....\$10 Lincoln.....\$10	RHODE ISLAND Rhode Island (Providence).....\$5
ALASKA Alaska (Anchorage).....\$15	ILLINOIS Central Illinois (Bloomington/Champaign/Peoria).....\$2	NEVADA Las Vegas.....\$10 Reno-Tahoe.....\$5	TENNESSEE Knoxville.....\$40 Middle Tennessee (Nashville).....\$15
ARIZONA Tucson.....\$5 Phoenix.....\$8	INDIANA Indianapolis.....\$5 Michiana (South Bend/Elkhart).....\$5	NEW JERSEY New Jersey* (Newark).....\$5	TEXAS Austin.....\$5 Dallas/Ft. Worth.....\$5 Houston.....\$10 San Antonio.....\$10
ARKANSAS Central Arkansas (Little Rock).....\$15	IOWA Iowa (Des Moines).....\$5	NEW MEXICO New Mexico (Albuquerque).....No Dues	VIRGINIA Central Virginia (Charlottesville).....\$2 Hampton Roads (Norfolk).....\$15 Richmond.....\$5
CALIFORNIA 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	KANSAS Kansas City.....\$10 Wichita.....\$12.50	NEW YORK New York* (City).....\$15 NY Capital Region (Albany).....No Dues Rochester.....No Dues	WASHINGTON Puget Sound (Seattle).....\$5
COLORADO Colorado (Denver).....\$5	KENTUCKY Louisville.....\$5	NORTH CAROLINA Charlotte.....\$5 Triangle (Raleigh).....\$10	WISCONSIN Madison.....\$8 Milwaukee.....\$5
CONNECTICUT Connecticut (Hartford).....\$5 Fairfield County.....\$5	LOUISIANA New Orleans.....\$3	OHIO Akron/Canton.....\$5 Cincinnati.....\$10 Cleveland.....\$7.50 Columbus.....\$2 Dayton.....\$5	CANADA British Columbia (Vancouver).....No Dues Montreal.....No Dues Toronto.....\$5
DISTRICT OF COLUMBIA Washington DC.....\$10	MARYLAND Baltimore.....\$5	OKLAHOMA Oklahoma City.....No Dues Tulsa.....\$5	
FLORIDA Central Florida (Orlando).....\$5 South Florida (Ft. Lauderdale/Miami).....\$5 Tampa Bay.....\$5	MASSACHUSETTS Boston.....\$10	OREGON Oregon (Portland).....\$10 Southwest Oregon (Eugene).....\$25	
GEORGIA Atlanta.....\$20	MICHIGAN Detroit.....\$5 Michiana (St. Joseph).....\$5 West Michigan (Grand Rapids/Kalamazoo).....\$5	PENNSYLVANIA Philadelphia.....\$5 Pittsburgh.....\$15	
	MINNESOTA Minnesota (Minneapolis).....\$20		
	MISSOURI Kansas City.....\$10 St. Louis.....No Dues		

* 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 less than half the price through the AMA's Bridge Membership Program. Bridge membership offers the many benefits of Professional membership, and is available only to graduates who were AMA Collegiate members. Your Collegiate membership actually saves you money later!

Yes! I am interested in continuing my AMA membership after graduation. Please send me information on a Bridge membership.

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.

Code of Ethics *In order to validate your application, you must sign this Code of Ethics Statement.*

As an AMA member, I agree to abide by the AMA Code of Ethics, embracing the highest ethical norms and values for marketers.

- Marketers must first do no harm.
- Marketers must foster trust in the marketing system.
- 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 Code of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Code of Ethics is available online at www.MarketingPower.com. In order to validate your application, please sign the Code of Ethics Statement.

I subscribe to the Code of Ethics and will adhere to it:

Signature

Date

Return your completed form with payment to:

American Marketing Association • Payment Processing • 37295 Eagle Way • Chicago, Illinois 60678-1295
Phone: 312.542.9000 or 1.800.AMA.1150 • Fax: 312.542.9001 • E-mail: info@ama.org • Web: www.MarketingPower.com