

# 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

Send all mail to my:  Address at school  Home address

College/University Attending \_\_\_\_\_

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* (25 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](http://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 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 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](http://www.MarketingPower.com) and select local chapters.

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

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 will be sent to all members in their New Member Package. 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](mailto:info@ama.org) • Web: [www.MarketingPower.com](http://www.MarketingPower.com)