PREAMBLE:

Whereas we believe that a group of college students' interested in the field of marketing should organize for mutual benefit, we hereby establish a collegiate chapter of the American Marketing Association which shall be known as “OnMark”, the official Marketing Club at SUNY Oneonta.

ARTICLE I. PURPOSE

SECTION 1. The purpose of the SUNY Oneonta Collegiate Chapter of the American Marketing Association shall be:

a. To foster scientific study and research in the field of marketing;
b. To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles;
c. To improve the methods and techniques of marketing research;
d. To develop better public understanding and appreciation of marketing problems;
e. To study and discuss legislation and judicial decisions regarding marketing;
f. To improve marketing personnel;
g. To record progress in marketing through the publication of outstanding papers;
h. To encourage and uphold sound, honest practices, and to keep marketing work on a high ethical plane;
i. To promote friendly relations between students, faculty, and business people.

ARTICLE II. MEMBERSHIP

SECTION 1. Membership shall be open to students interested in marketing and any other individuals who are approved by the board of directors. In qualifying students, the SUNY Oneonta collegiate chapter of the American Marketing Association does not discriminate on the basis of sex, age, race, creed, color, national origin, class, religion, sexual orientation, or disability. Furthermore all full and part-time students of SUNY Oneonta who have paid their Student Activity Fee shall be eligible for membership.

SECTION 2. Any individual approved for membership can become a member of the American Marketing Association. The approval process consists of filling out an American Marketing Association Student Application Form. The application will then be submitted to
the American Marketing Association, which requires annual membership dues since it is also a professional organization. The dues currently are $45.00 per year. It should be noted that all events and activities are open to attendance and participation by any full or part-time students regardless of whether or not they actually are members of the American Marketing Association for as long as he or she may desire.

ARTICLE III. BOARD OF DIRECTORS

SECTION 1. The board of directors shall be the faculty advisor (in an advisory capacity only), president, executive vice president, vice president of communications, vice president of finance, vice president of programs, vice president of membership, vice president of advertising and promotions, vice president of career opportunities, vice president of community service, vice president of computer services, vice president of special projects, planning and reports counsel and the SA governance liaison.

SECTION 2. The board of directors and the chapter officers shall be elected in the spring of each year to serve the following year. The faculty advisor shall be chosen as provided in Article V.

SECTION 3. All elected officers shall be chosen by secret ballot, and nominations shall be made from the floor. The candidates receiving a majority of all votes cast shall be elected.

SECTION 4. Any board member or other elected officer who fails to fulfill the terms of office or to serve in an agreed-upon official capacity may be removed. Such action shall be effective only upon a majority vote of the club members.

ARTICLE IV. DUTIES OF THE BOARD OF DIRECTORS

SECTION 1. The president's duties shall be to preside at all meetings, to appoint all special committees, and to be the chairperson of the board of directors. The President shall sign on behalf of the club in all non-fiscal and fiscal matters when needed.

SECTION 2. The executive vice president shall perform the duties of the president in the president's absence. In the event of vacancy of the presidency, the executive vice president shall succeed to the presidency.

SECTION 3. The vice president of communications shall keep all records, except financial, handle written correspondence, perform such other related duties as the president delegates, and prepare a written report of each meeting which will be read at the next meeting.

SECTION 4. The vice president of finance shall collect all collegiate chapter fund and deposit them in an account on behalf of the collegiate chapter of the American Marketing Association (AMA). He/she shall work closely with the vice president of membership in collection the AMA dues. He/she will be responsible for making all necessary expenditures
when authorized by the president and faculty advisor, keeping financial records, and submitting a written financial report to the collegiate chapter at the last regular meeting of each semester. He/she will perform such related duties as the president shall delegate. He/she will be responsible for all the financial involvement with the SUNY Oneonta Student Association and shall co-approve all requisitions for funds, and sign on behalf of the club in all fiscal matters.

**SECTION 5.** The vice president of membership shall provide an AMA student membership application to all potential student members. He/she shall check each application for accuracy, making sure all information requested is given. In accordance with the chapter's determined goals, he/she shall conduct an active and aggressive membership campaign. Refer to Article II, Section 2 for full elaboration of the application approval process.

**SECTION 6.** The vice president of programs has responsibility for developing, recommending, and implementing programs for the collegiate chapter. Additional chairpersons may be appointed by the president to handle special programs such as projects and seminars.

**SECTION 7.** The vice president of advertising and promotion is primarily responsible for promoting the events and affairs of the collegiate chapter to the school, community, and AMA Headquarters.

**SECTION 8.** The vice president of career opportunities arranges semi-annual career skill workshops, advises our membership of job and graduate school fairs, coordinates internships and Career Development Center presentations, and communicates information about job openings and interviews.

**SECTION 9.** The vice president of community service advises our membership and monitors our participation in a variety of community support activities including walks on behalf of worthy causes, fundraising on behalf of national and international areas of needs, and hands-on efforts to provide regional and local assistance where outreach is considered to be most appropriate.

**SECTION 10.** The vice president of computer services develops, maintains, and updates our webpage and provides assistance to other officers in creating advertising materials, newsletter support, and graphics assistance with our Chapter Plan and Annual Report.

**SECTION 11.** The vice president of special projects functions as our trouble shooter and temporarily steps in whenever another vice president or project chair is incapable of performing a necessary function because of a conflict. This officer specifically handles coordination of all the necessary details involved in our attendance at the International Collegiate Conference of the AMA or at regional conferences should they occur.

**SECTION 12.** The vice president of fundraising coordinates fundraising activities in
support of worthy causes and efforts to generate monies for our activities such as field trips and our attendance at any conferences.

**SECTION 13.** The SA governance liaison attends Student Association meetings and faculty senate. He/she is responsible for reporting pertinent information back to general membership meetings. He/she will keep members up to date concerning SA events. He/she will foster relations between the club and the Student Association.

**SECTION 14.** The vice president develops at least one and preferably two newsletters each semester and also works closely with other officers to be as aware as possible of the many activities and projects that we are involved in so as to make each newsletter as accurate, as complete, and as professional as possible.

**SECTION 15.** The planning and reports counsel develops a rich fund of insights into how to constantly improve our Chapter Plan and our Annual Reports in order to make our documents as content-rich and as professional as possible.

**ARTICLE V. MEETINGS**

**SECTION 1.** All meetings will be called to order by the Executive Vice-President.

**SECTION 2.** Meetings will be held at least three times a month throughout the school year.

**ARTICLE VI. FACULTY ADVISOR(S)**

**SECTION 1.** The members shall elect a faculty advisor who must be a professional member of the AMA and faculty/staff of SUNY Oneonta.

**SECTION 2.** The advisor will serve for at least one full school year, shall attend the meetings of the collegiate chapter, and shall only act in advisory capacity.

**SECTION 3.** The faculty advisor shall be responsible for the continuity of records and other property of the collegiate chapter. The advisor shall co-approve all requisitions for funds and sign on behalf of the club in all fiscal and non-fiscal matters.

**SECTION 4.** Additional faculty members may be asked to join the appointed faculty advisor whenever the tasks involved make it feasible to have additional faculty representation. However, all faculty members will be non-voting members of the board.

**SECTION 5.** The faculty advisor shall be the official contact with the AMA Headquarters.

**ARTICLE VII. COMMITTEES**
SECTION 1. There shall be the following standing committees: the board of directors, the program committee, and the membership committee.

SECTION 2. The board of directors, which consist of all the elected officers and the advisor of the collegiate chapter at SUNY Oneonta, shall decide on the policies of the group, as well as aid the president of his/her duties.

SECTION 3. The membership committee, under the supervision of the vice president of membership, shall enlist all eligible persons desiring to join the SUNY Oneonta Collegiate Chapter, and perform such other related duties as the president shall delegate.

SECTION 4. The program committee, under the supervision of the vice president of programs, shall arrange programs for the SUNY Oneonta Collegiate Chapter and perform such other related duties as the president shall delegate.

SECTION 5. The president shall appoint any other committees as deemed necessary.

ARTICLE VIII. RECORDS

SECTION 1. The records of the SUNY Oneonta Collegiate Chapter shall consist of membership records, and financial records, as well as any other such records as the chapter deems necessary.

ARTICLE IX. RECALL

SECTION 1. A majority is needed to recall any officer.

ARTICLE X. DISSOLUTION

SECTION 1. If for any reason the AMA SUNY Oneonta Collegiate Chapter should dissolve, all monies shall be returned to the Student Association Treasury.

ARTICLE XI. BYLAWS AND AMENDMENT

SECTION 1. The constitution, together with the bylaws, shall constitute the operating basis of the chapter.

SECTION 2. A 2/3 vote is required to amend a constitution before the amended constitution is proposed to the Senate.

SECTION 3. Bylaws may be added or amended by a majority vote of the members present, with proper notification having first been given to the entire membership.
BYLAWS OF THE SUNY ONEONTA COLLEGIATE CHAPTER

NUMBER 1. The collegiate chapter will be responsible for renewing its charter with the AMA each year. Upon notification by the Association, the chapter will submit the following to renew its affiliation:

- 25 AMA student member minimum
- Collegiate Chapter Officer Report Form
- Chapter Plan
- Report of Six Chapter Events or Annual Report
- Update of the chapter constitution
- Other items as required by the Association

These items are considered to be AMA policy and must be included in the constitution and followed by the collegiate chapter.

NUMBER 2. SUNY Oneonta Collegiate Chapter’s dues shall be $0 per year, paid to the vice president of finance, whose responsibility it will be to hold the collegiate chapter dues, and send the accurate amount to AMA Headquarters with correlating membership application. Checks may be made payable to the American Marketing Association.

NUMBER 3. A copy of the constitution of the SUNY Oneonta Collegiate Chapter shall be provided for each member of the board of directors. The constitution will be reviewed annually to ensure that it is in keeping with the needs and activities of the collegiate chapter.

NUMBER 4. The number, location and times of meetings shall be determined by the board of directors. Notice of all such meetings shall be posted or sent in writing to all members not less than five days in advance of the date set for the meeting.

Date approved by the chapter: ca 1,51AQ

Submitted by: Steven M. Hunsberger