



Membership Application Form

Collegiate

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)

- | | | |
|------------------------------------------------------------|---------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Academia | <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Product Marketing |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Digital Marketing | <input type="checkbox"/> Retail Marketing |
| <input type="checkbox"/> Analytics/Metrics | <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Career Development | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Strategy |
| <input type="checkbox"/> Consumer Products/ Packaged Goods | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Other |
| <input type="checkbox"/> Customer Strategy | <input type="checkbox"/> Mobile Marketing | <input type="text"/> |

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)

Do not include me in the AMA member directory.

- 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.

NEWSLETTER PREFERENCES

- | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|
| <input type="checkbox"/> Marketing News Exclusives — Big ideas, breaking news and insights | Semi-monthly | Complimentary |
| <input type="checkbox"/> AMA Today — This week's marketing news, insights and commentary. | Weekly | Complimentary |
| <input type="checkbox"/> AMA Worldview — Expert insights from global marketing leaders. | Monthly | Complimentary |
| <input type="checkbox"/> B2B Marketing — News and information tailored to business marketers' needs | Monthly | Complimentary |
| <input type="checkbox"/> Career Update — The latest career tools and techniques to keep your career on track. | Monthly | Complimentary |
| <input type="checkbox"/> College2Career — Career resources and information to help you launch your career. | Monthly | Complimentary |
| <input type="checkbox"/> Marketing Health Services — Covering the latest marketing strategies, insights and best practices in healthcare | Monthly | Complimentary |
| <input type="checkbox"/> Marketing Insights — Driving informed decisions and business value thought analytics. | Monthly | Complimentary |

LOCAL CHAPTERS (OPTIONAL)

Chose your chapter:

- | | | | | |
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| <p>Alabama</p> <p><input type="checkbox"/> BirminghamNo Dues</p> <p>Alaska</p> <p><input type="checkbox"/> Alaska (Anchorage) . . . \$15</p> <p>Arizona</p> <p><input type="checkbox"/> Tucson \$5</p> <p><input type="checkbox"/> Phoenix \$8</p> <p>California</p> <p><input type="checkbox"/> Inland Empire (Riverside/San Bernardino) \$15</p> <p><input type="checkbox"/> Orange County \$10</p> <p><input type="checkbox"/> Sacramento Valley \$5</p> <p><input type="checkbox"/> San Diego \$5</p> <p><input type="checkbox"/> San Francisco Bay Area . \$10</p> <p><input type="checkbox"/> Silicon Valley (Santa Clara/San Jose) . \$10</p> <p><input type="checkbox"/> Los Angeles \$10</p> <p>Colorado</p> <p><input type="checkbox"/> Colorado (Denver) \$5</p> <p>Connecticut</p> <p><input type="checkbox"/> Connecticut (Hartford) . . . \$5</p> <p><input type="checkbox"/> Fairfield County \$5</p> <p>District of Columbia</p> <p><input type="checkbox"/> Washington, DC \$10</p> | <p>Florida</p> <p><input type="checkbox"/> Orlando \$5</p> <p><input type="checkbox"/> Jacksonville \$5</p> <p><input type="checkbox"/> Palm Beach (West Palm Beach) . . . \$5</p> <p><input type="checkbox"/> South Florida (Ft. Lauderdale/Miami) . . \$5</p> <p><input type="checkbox"/> Tampa Bay \$5</p> <p>Georgia</p> <p><input type="checkbox"/> Atlanta \$0</p> <p>Hawaii</p> <p><input type="checkbox"/> Hawaii \$5</p> <p>Illinois</p> <p><input type="checkbox"/> Chicago \$25</p> <p>Indiana</p> <p><input type="checkbox"/> Indianapolis \$5</p> <p><input type="checkbox"/> Michiana (South Bend/Elkhart) \$5</p> <p>Iowa</p> <p><input type="checkbox"/> Iowa (Des Moines) . . . No Dues</p> <p>Kansas</p> <p><input type="checkbox"/> Kansas City No Dues</p> <p><input type="checkbox"/> Wichita \$12.50</p> <p>Louisiana</p> <p><input type="checkbox"/> New Orleans \$3</p> <p>Maryland</p> <p><input type="checkbox"/> Baltimore \$5</p> | <p>Massachusetts</p> <p><input type="checkbox"/> Boston \$10</p> <p>Michigan</p> <p><input type="checkbox"/> Detroit \$5</p> <p><input type="checkbox"/> Michiana \$5</p> <p><input type="checkbox"/> West Michigan (Grand Rapids) \$5</p> <p><input type="checkbox"/> Southwest Michigan (Kalamazoo/Battle Creek) \$20</p> <p>Minnesota</p> <p><input type="checkbox"/> Minnesota (Minneapolis) . . \$5</p> <p>Missouri</p> <p><input type="checkbox"/> Kansas City No Dues</p> <p><input type="checkbox"/> St. Louis No Dues</p> <p>Nebraska</p> <p><input type="checkbox"/> Greater Omaha \$10</p> <p><input type="checkbox"/> Lincoln \$10</p> <p>Nevada</p> <p><input type="checkbox"/> Las Vegas \$10</p> <p><input type="checkbox"/> Reno-Tahoe \$5</p> <p>New Jersey</p> <p><input type="checkbox"/> New Jersey (Newark) . . . \$10</p> <p><input type="checkbox"/> New Jersey/New York* . . \$25</p> <p>New Mexico</p> <p><input type="checkbox"/> New Mexico (Albuquerque) . . . No Dues</p> | <p>New York</p> <p><input type="checkbox"/> New York* (City) \$15</p> <p><input type="checkbox"/> New York Capital Region (Albany) No Dues</p> <p><input type="checkbox"/> Rochester \$5</p> <p><input type="checkbox"/> New York/New Jersey* . \$25</p> <p>North Carolina</p> <p><input type="checkbox"/> Charlotte \$5</p> <p><input type="checkbox"/> Triangle (Raleigh) \$10</p> <p>Ohio</p> <p><input type="checkbox"/> Akron/Canton \$5</p> <p><input type="checkbox"/> Cincinnati \$10</p> <p><input type="checkbox"/> Cleveland \$10</p> <p><input type="checkbox"/> Columbus \$5</p> <p>Oklahoma</p> <p><input type="checkbox"/> Oklahoma City No Dues</p> <p><input type="checkbox"/> Tulsa \$5</p> <p>Oregon</p> <p><input type="checkbox"/> PDX (Portland) \$10</p> <p>Pennsylvania</p> <p><input type="checkbox"/> Philadelphia \$5</p> <p><input type="checkbox"/> Pittsburgh \$15</p> <p>South Carolina</p> <p><input type="checkbox"/> Charleston \$10</p> <p><input type="checkbox"/> Columbia \$10</p> <p>Tennessee</p> <p><input type="checkbox"/> Knoxville \$40</p> | <p><input type="checkbox"/> Memphis \$10</p> <p><input type="checkbox"/> Nashville \$15</p> <p>Texas</p> <p><input type="checkbox"/> Austin \$5</p> <p><input type="checkbox"/> Dallas/Ft. Worth \$5</p> <p><input type="checkbox"/> Houston No Dues</p> <p><input type="checkbox"/> San Antonio No Dues</p> <p>Utah</p> <p><input type="checkbox"/> Utah (Salt Lake City) . . . \$10</p> <p>Virginia</p> <p><input type="checkbox"/> Central Virginia (Charlottesville) \$25</p> <p><input type="checkbox"/> Hampton Roads (Norfolk) . \$5</p> <p><input type="checkbox"/> Richmond \$5</p> <p>Washington</p> <p><input type="checkbox"/> Puget Sound (Seattle) . . . \$5</p> <p>Wisconsin</p> <p><input type="checkbox"/> Madison \$8</p> <p><input type="checkbox"/> Milwaukee \$5</p> <p><input type="checkbox"/> Northeast Wisconsin (Appleton/Green Bay/Oshkosh) \$10</p> |
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* 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 (Bimonthly) \$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

CardNumber []
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.

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.

For more information about Young Professional membership, email info@ama.org

RETURN YOUR COMPLETE FORM WITH PAYMENT TO:

American Marketing Association • 311 S. Wacker Drive, Suite 5800 • Chicago, IL 60606-6629 • Phone: 312.542.9000 or 1.800.AMA.1150 • Fax: 312.542.9001 • AMA.org