**American Marketing Association**

**University of Houston- Clear Lake**

**Mission Statement**: We believe in the unlimited potential for greatness that lies inside each and every one of us. We are committed to working as a team to reach the next level of success and fulfill the promise born within us.

**Honor Cord System**

AMA honors members that go above and beyond to show their dedication and leadership to the organization with honor cords for graduation. In order to obtain honor cords, AMA requires that a member meet all requirements- no exceptions. Students must be active members during their graduating semester (active defined by the national chapter**). Members must obtain 40 points throughout the entirety of membership and must have at least 5 hours of community service/volunteerism on record.** All points roll over semester by semester, as long as the member attains at least 15 points each semester. All hours of community service roll over.

Point Distribution:

General meeting: 3 points

Wearing T-shirt to meeting: 1 point

Speakers:

-AMA Speakers: 5 points

-Other organizations, school related events & SGA Meetings: 2 points

* Prior officer approval required
* Proper paperwork (sign in & get log signed)
  + Must be signed by host (Officer, student/school representative)

Volunteer:

-5 mandatory hours for cords: 5 points

-Every additional hour of service:

* Must maintain an updated log
  + Signature of appropriate host or representative
  + Log may be presented at the end of every meeting to VP of records for update of points.
  + Only hours that follow the guidelines listed above will be accepted
  + Internship or voluntary work gaining credit for experience will not be accepted.

New Member Referral (points will be awarded once new member is paid in full): 10 points

Events:

-Working half of the event: 5 points

-Working the full event: 10 points

-Set-up and clean up: 1 point each

-Bringing food to an event: 2 points (a max of 5 times)

-Decorating committee: 2 points (per event)

* Which includes bringing supplies or creating artwork

-Buying the AMA T-shirt: 5 points

-Wearing t-shirt to an event: 1 point

Sponsorship:

-Bronze: 5 points

-Silver: 10 points

-Gold: 20 points

Officer Positions:

-Being head of an event: 2 points

-Serving as an executive council officer or committee: 5 points per semester