



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.

ENEWSLETTER 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:

Alabama

☐ BirminghamNo Dues

Alaska

☐ Alaska (Anchorage) . . . \$15

Arizona

☐ Tucson \$5

☐ Phoenix \$8

California

☐ Inland Empire (Riverside/

San Bernardino) \$15

☐ Orange County \$10

☐ Sacramento Valley \$5

☐ San Diego \$5

☐ San Francisco Bay Area . \$10

☐ Silicon Valley

(Santa Clara/San Jose) . \$10

☐ Los Angeles \$10

Colorado

☐ Colorado (Denver) \$5

Connecticut

☐ Connecticut (Hartford) . . \$5

☐ Fairfield County \$5

District of Columbia

☐ Washington, DC \$10

Florida

☐ Central Florida (Orlando) . \$5

☐ Jacksonville \$5

☐ South Florida

(Ft. Lauderdale/Miami) . . \$5

☐ Tampa Bay \$5

Georgia

☐ Atlanta \$20

Hawaii

☐ Hawaii \$5

Illinois

☐ Central Illinois (Bloomington/

Champaign/Peoria) \$2

☐ Chicago \$25

Indiana

☐ Indianapolis \$5

☐ Michiana (South Bend/

Elkhart) \$5

Iowa

☐ Iowa (Des Moines) . . No Dues

Kansas

☐ Kansas City No Dues

☐ Wichita \$12.50

Louisiana

☐ New Orleans \$3

Maryland

☐ Baltimore \$5

Massachusetts

☐ Boston \$10

Michigan

☐ Detroit \$5

☐ Michiana \$5

☐ West Michigan

(Grand Rapids) \$5

☐ Southwest Michigan

(Kalamazoo/Battle Creek)

. \$20

Minnesota

☐ Minnesota (Minneapolis) . \$5

Missouri

☐ Kansas City No Dues

☐ St. Louis No Dues

Nebraska

☐ Greater Omaha \$10

☐ Lincoln \$10

Nevada

☐ Las Vegas \$10

☐ Reno-Tahoe \$5

New Jersey

☐ New Jersey (Newark) . . \$10

☐ New Jersey/New York* . \$25

New Mexico

☐ New Mexico

(Albuquerque) . . . No Dues

New York

☐ New York* (City) \$15

☐ New York Capital Region

(Albany) No Dues

☐ Rochester \$5

☐ New York/New Jersey* . \$25

North Carolina

☐ Charlotte \$5

☐ Triangle (Raleigh) . . . \$10

Ohio

☐ Akron/Canton \$5

☐ Cincinnati \$10

☐ Cleveland \$10

☐ Columbus \$5

Oklahoma

☐ Oklahoma City No Dues

☐ Tulsa \$5

Oregon

☐ PDX (Portland) \$10

Pennsylvania

☐ Philadelphia \$5

☐ Pittsburgh \$15

South Carolina

☐ Charleston \$10

☐ Columbia \$10

Tennessee

☐ Knoxville \$40

☐ Memphis \$10

☐ Nashville \$15

Texas

☐ Austin \$5

☐ Dallas/Ft. Worth \$5

☐ Houston No Dues

☐ San Antonio No Dues

Utah

☐ Utah (Salt Lake City) . . \$10

Virginia

☐ Central Virginia

(Charlottesville) \$25

☐ Hampton Roads (Norfolk) \$15

☐ Richmond \$5

Washington

☐ Puget Sound (Seattle) . . \$5

Wisconsin

☐ Madison \$8

☐ Milwaukee \$5

☐ Northeast Wisconsin

(Appleton/Green Bay/

Oshkosh) \$10

* 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.

- | | | |
|---|------|-------------------------|
| <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly) | \$85 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) | \$85 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly) | \$75 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Journal of Public Policy & Marketing</i> (Semiannually) | \$60 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Marketing Insights</i> magazine (Bimonthly) | \$75 | \$ <input type="text"/> |
| <input type="checkbox"/> <i>Marketing Health Services</i> magazine (Quarterly) | \$75 | \$ <input type="text"/> |

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 ☐ VisaCardNumber 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. Young Professional membership offers the full benefits of Professional membership, and is available only to recent graduates.

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.

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