

Methodist University, Reeves School of Business

**American Marketing Association
Collegiate Chapter**

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2010-2011 Executive Board

President	Brittany Mullins
Vice President of Internal Affairs	Amanda Wolfe
Vice President of External Affairs	Brittany Campbell
Secretary	Chris Harper
Treasurer	Aleksandra Fetisova
Faculty Advisor	Mark Kendrick



Reeves School of Business Mission Statement

The purpose of the Reeves School of Business is to fashion and nurture the spirit of entrepreneurship and creative economic endeavor. It does so by developing in students an understanding of the modern American economy, an appreciation of its power and institutional structure, and an ability to function effectively in it. The driving force of the United States economy is the entrepreneurial spirit. Without this innovative and creative thrust, whether in a major corporation or a small business, the economy will stagnate. The value of the entrepreneurial spirit is not limited to business. Innovation, creativity, and ethically responsible risk-taking are needed in government, the military, education and the church. The Reeves School of Business is dedicated to the development of this entrepreneurial spirit.

Chapter Mission Statement

The Methodist University American Marketing Association Collegiate Chapter will work to provide ways for students to engage in marketing opportunities within the university and the community. Students will gain knowledge of marketing, leadership, and communication through involvement in real-world marketing experiences. The Methodist University American Marketing Association Collegiate Chapter will adhere to the highest ethical and professional standards adopted by the American Marketing Association.

Chapter Objective

Objective:

To develop professional knowledge, provide members with real-world marketing experience, encourage participation throughout the university, and learn how to successfully make the transition from students to business professionals.

Target Market

The Methodist University American Marketing Association embodies students from all aspects of business. Members vary from Marketing and Business Administration students to Professional Tennis Management and Environmental Management. However, our organization is open to all students from all courses of study here at Methodist University. We understand that marketing affects all aspects of life and that it is a vital necessity to being successful in the current as well as future endeavors of our members.

Strengths

- Enthusiastic executive board and members
- Networking and Team-Building
- Strong Leadership
- Ability to connect with professionals in the community
- Strong creativity

Weaknesses

- Low level of awareness among the university
- Inexperienced executive board
- Lack of membership
- Desires to do more than resources allow

Professional Development

Goals:

To develop professional knowledge, provide members with real-world marketing experiences, encourage opportunities to increase awareness of current events in the marketing field, and learn how to successfully make the transition from students to business professionals.

Implementation:

General Membership Meetings

- The executive board informs members of all upcoming events, projects and various opportunities to get involved. The members are provided with information on future projects as well as real world marketing opportunities. This is a great chance for students to get involved in the American Marketing Association.

Arrange for three business professionals speakers

- Bringing in professional speakers will allow all students in the Reeves School of Business to gain insight on real world marketing experiences from those who have experienced it firsthand. We will bring in speakers who can touch on different aspects of marketing. After each presentation, we will provide a luncheon especially for the speaker and the American Marketing Association members. This will allow members a chance to directly connect with the speaker on a personal level.

Sodexo Project

- American Marketing Association will be hired by Sodexo Dining Services to implement all aspects of marketing. This includes but is not limited to daily marketing, sales, merchandising and presentation of all activities. Members will work directly with the Director of Marketing and Sales to execute the marketing plan. This project allows American Marketing Association members to interact with a professional business in order to gain marketing experiences.

Retail Bakery Project

- The Methodist University American Marketing Association will be hired by Retail Bakery to implement a marketing and sales campaign. This campaign will be geared towards increasing business awareness in the community. Members will be able to work with a professional business to create a marketing plan that will be used in the professional world.

33rd Annual International Collegiate Conference

March 24-26, 2010

- The 33rd Annual International Collegiate Conference will enable members to interact with other American Marketing Association Chapters as well as marketing professionals from across the country. This will allow members to gain knowledge about the marketing field and gain insight on building a successful collegiate chapter.

Arrange a visit to a Collegiate Chapter's meeting

- We will arrange a visit to another American Marketing Association Collegiate Chapter's meeting. This will allow us to view the way another organization conduct's meetings.

Community Service

Goals:

To establish a positive presence in the community by assisting Methodist University organizations in student based projects that raise awareness in the community, as well as conducting a community service project by contributing to a local, non-profit organization.

Implementation:

International Folk Festival

- The Methodist University American Marketing Association will work with the International Program to create a booth for the Fayetteville, North Carolina International Folk Festival. The booth will serve to create awareness of the International Program as well as the American Marketing Association. It is our goal to recruit host families in order to bring together international students from Methodist University and the community.

Conduct one community service project

- The Methodist University American Marketing Association will conduct at least one community service project in order to better the community. This project will be created to involve the entire campus of Methodist University. We hope to raise awareness of a need in the community while discovering new ways to involve campus life in the implementation of the community service project.

Relay For Life

- We will work with Beta Sigma Phi to raise awareness for the American Cancer Society's Relay for Life.

Fundraising

Goals:

To raise funds to support the operation and financing of the Methodist University American Marketing Association. Through fundraising events, professional work and student grants.

Implementation:

Student Grants

- The association will receive \$600 from the Methodist University Student Government Association. This money is given to organizations in order to increase leadership opportunities.

Conduct one fundraising event per semester

- We will conduct at least one fundraising event per semester in order to acquire funds to finance our organization. The fundraising events will require marketing and business skills in order to obtain the highest possible funding.

Professional Business Sponsors

- The Methodist University American Marketing Association will be employed by businesses in the community. Members will work professionally to create and implement a marketing plan for businesses in need of a marketing program. These businesses will pay the association for our services.

Membership

Goals:

To increase membership through students interested in business and marketing. We will increase the amount of members by offering the opportunity to participate in real world marketing experiences with local organizations.

Implementation:

Increase membership through club awareness

- We will create a booth at homecoming describing the many benefits of becoming a Methodist University American Marketing Association member.
- We will provide club t-shirts to all members.
- We will work to involve other clubs in student projects.

Increase club fellowship to increase team-building

- We will conduct one social per semester in order to create a more personal relationship between members.

Communications

Goals:

To provide communication among members in order to assure that members have full knowledge of upcoming events by effectively using sources provided to us by Methodist University.

Implementation:

Monthly Executive Board and Member Meeting

- Executive Board members will meet on the first Monday of every month in order to plan and discuss execution of general membership meetings.
- General Members will meet on the second Monday of every month. The Executive Board will provide members with information to assist them in their marketing campaigns as well as future projects and upcoming events.

Implementation of technological sources

- Members will communicate through Methodist University e-mail accounts as well as Blackboard accounts.
- A Facebook page has been created to provide direct communication through a social network.
- We will advertise American Marketing Association meetings and events on the Methodist University home page and the Methodist University electronic student newsletter.

Flyers

- Flyers will be posted through out Clark Hall and Bern's Student Center in order to create awareness of future American Marketing Association meetings and projects.

Operations

Goals:

To effectively manage the Methodist University American Marketing Association Collegiate Chapter in a way to benefit all of its members. We believe that strong communications between the Executive Board and members will allow the chapter to function as a team.

Implementation:

Chapter Plan

- This Chapter Plan will serve as a guideline for all Methodist University Marketing Association ventures.

Provide a variety of ways of communication

- Executive Board and Membership Meetings
- Student E-mail and Blackboard site
- Facebook page

Calendar of Events

- The Executive Board will provide members with a tentative calendar of events.

Calendar of Events – Fall Term

August

24 – Classes Begin

September

2 – Organizational Meeting
6 – General Membership Meeting
13 – General Membership Meeting
14 – Officer Report Due
16 – Executive Board Meeting
20 – General Membership Meeting
22 – Getting to the Core A Virtual Conference
25-26 – International Folk Festival Booth
27 – Bill Bowman - Speaker

October

4 – Executive Board Meeting
5 – Chapter Plan Due
11 – General Membership Meeting
18-19 – Fall Break
23 – Homecoming Booth
TBA – Social

November

1 – Executive Board Meeting
8 – General Membership Meeting
24-26 Thanksgiving
TBA – Speaker
TBA – Community Service Project

December

6 – General Membership Meeting
7 – Last day of classes

Retail Bakery – Ongoing Project

Sodexo – Ongoing Project

Calendar of Events – Spring Term

January

- 10 – Classes Begin
- 17 – Executive Board Meeting
- 24 – General Membership Meeting

February

- 7 – Executive Board Meeting
- 14 – General Membership Meeting
- 22 – Annual Report Due
- TBA – Social
- TBA – Speaker

March

- 1 – Executive Board Meeting
- 14 – General Membership Meeting
- 24-26 – 33rd Annual International Collegiate Conference in New Orleans, LA

April

- 4 – Executive Board Meeting
- 11 – General Membership Meeting
- 26 – Last Day of Classes
- TBA – Speaker
- TBA – Relay for Life

Sodexo – Ongoing Project

Proposed Budget

Income Statement
American Marketing Association
Chapter Methodist University

For the period beginning August 24th 2010 through August 25th 2011

INCOME		
1. Membership Dues National		\$900
2. Local Charges for the Chapter		\$300
3. Fundraising		\$400
4. Sodexo Project		\$500
5. Sponsorships		\$250
6. SGA		\$500
TOTAL 2010--2011 INCOME		\$2,850
EXPENSES		
1. Membership Dues National		\$900
2. Meeting Snacks		\$100
3. Communications and Advertising		\$200
4. Social Events		\$200
5. Speaker Fees		\$250
6. Travel		\$200
7. Conferences and Training		\$2,500
TOTAL 2010-2011 EXPENSES		(\$4,350)
2010-2011 NET INCOME		(\$1,500)
2008 - 2009 Beginning Balance		\$3,235.90
Project Ending Balance		\$1,735.90