



Code of Conduct

Articles of Organization of the American Marketing Association Collegiate Chapter at Morgan State University

Academic Year 2024

Diversity, Equity, Inclusion, & Belonging

Preamble

The American Marketing Association (AMA) Collegiate Chapter is dedicated to fostering a diverse, equitable, inclusive, and welcoming environment for all members. We believe in the strength derived from embracing a variety of perspectives, backgrounds, and experiences. This code of conduct outlines the principles guiding our chapter in promoting diversity, equity, inclusion, and a sense of belonging for every member.

- **Respect and Civility:** All members of the AMA Collegiate Chapter are expected to treat each other with respect and civility. This includes recognizing and valuing the diversity of backgrounds, opinions, and experiences present within our chapter. Discrimination, harassment, or any form of disrespectful behavior will not be tolerated.
- **Inclusive Language:** We commit to using language that is inclusive and affirming. Members are encouraged to be mindful of the impact their words may have on others and to choose language that promotes understanding and unity. Offensive language or the use of derogatory terms related to race, gender, sexual orientation, or any other characteristic is strictly prohibited.
- **Equity in Opportunities:** The AMA Collegiate Chapter is dedicated to providing equal opportunities for all members. This includes access to leadership roles, professional development opportunities, and participation in chapter activities. Discrimination based on race, gender, sexual orientation, disability, or any other characteristic is strictly prohibited.
- **Inclusive Programming:** Our chapter is committed to organizing events and programs that are inclusive and representative of the diversity within our membership. We will strive to showcase a variety of perspectives, backgrounds, and voices in all aspects of our activities.
- **Reporting and Accountability:** Any member who experiences or witnesses behavior that violates the principles of this code of conduct is encouraged to report the incident to chapter leadership. The chapter is committed to thoroughly investigating all reports and taking appropriate action, which may include education, mediation, or, in severe cases, removal from the chapter.
- **Education and Awareness:** The AMA Collegiate Chapter will actively seek opportunities to educate its members on issues related to diversity, equity, and inclusion. This may include workshops, seminars, and guest speakers aimed at enhancing awareness and understanding among our membership.
- **Continuous Improvement:** Our commitment to diversity, equity, inclusion, and belonging is an ongoing process. The chapter will regularly assess its practices, policies, and initiatives to identify areas for improvement. This ensures that we create a supportive and inclusive community where all members feel respected, included, and empowered to contribute to our collective success.

By adhering to this Diversity, Equity, Inclusion, and Belonging Code of Conduct, the AMA Collegiate Chapter aims to create an environment that values and celebrates the uniqueness of each member. This commitment reflects our dedication to fostering a chapter where everyone feels respected, included, and empowered to contribute to our collective success.