



Chapter Overview

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

Academic Year 2024

Mission Statement

Our mission is to serve as a beacon of empowerment, enlightenment, and innovation within the Baltimore metropolitan area. Rooted in an unwavering commitment to fostering growth and progress, we dedicate ourselves to leveraging our extensive marketing and business-related expertise and skills to uplift individuals and organizations. By harnessing the power of strategic marketing, we aim to catalyze positive change and drive transformative impact within our community. Through our efforts, we strive to create a thriving ecosystem where knowledge, opportunity, and innovation converge to inspire and enable meaningful advantages in society.

Core Values

Service

Our commitment to service is unwavering, with a focus on addressing the unique challenges faced by the Baltimore metropolitan community. Through a variety of initiatives, we deliver tailored solutions and provide meaningful support, ensuring a lasting and positive impact on the lives of those we serve. Our dedication to service is at the heart of our mission, driving us to make a difference in our community.

Upliftment

We believe that education and mentorship are powerful tools for uplifting individuals and communities. By offering comprehensive guidance, diverse resources, and structured mentorship programs, we empower individuals to realize their full potential. Our efforts foster a sense of purpose and self-belief, enabling participants to achieve their personal and professional goals. We strive to inspire and support every member of our community in their journey toward success.

Development

Continuous development of skills and knowledge is crucial in the ever-evolving world of marketing and business. We are committed to providing high-quality workshops, training sessions, and skill development programs that equip our community with the tools needed to excel. By fostering a culture of continuous learning, we ensure that our members remain competitive and adaptable in their professional endeavors.

Enrichment

Enriching marketing and business knowledge among the campus community is central to our mission. We aim to create a dynamic and engaging learning environment that encourages curiosity, critical thinking, and creativity. Through seminars, lectures, and interactive sessions, we broaden horizons, inspire innovative thinking, and prepare future leaders to tackle the challenges of tomorrow. Our commitment to enrichment ensures that our members are well-equipped for success in their careers.

Collaboration

We recognize the transformative power of collaboration and unity. By fostering strong partnerships within the campus community and beyond, we create a robust network of support and shared knowledge. Collaborative efforts enable us to achieve greater outcomes, amplifying our impact and reaching beyond the capabilities of individual efforts. We are dedicated to creating a collaborative culture that values teamwork and collective progress.

Innovation

Innovation is a driving force behind our progress and success. We stay at the forefront of the latest trends and technologies in marketing and business, encouraging a culture of innovation within our organization and the wider community. By promoting creative thinking and an entrepreneurial spirit, we foster a community of forward-thinkers and trailblazers who are ready to lead and innovate. Our commitment to innovation ensures that we remain relevant and impactful in a rapidly changing world.

Diversity & Inclusion

We celebrate and embrace diversity in all its forms, recognizing that diverse perspectives enrich our learning experiences and contribute to innovative solutions. Our commitment to creating an inclusive environment ensures that everyone feels valued, respected, and empowered to share their unique talents and ideas. We strive to foster a culture of inclusivity where all members can thrive and contribute to the success of our organization and community.

Our Commitment to the Earl G. Graves School of Business

Beyond the traditional classroom setting, we aspire to be a cornerstone of support for the School of Business Administration. Through our initiatives, events, and collaborative projects, we aim to enhance the academic experience by providing students with practical insights, real-world applications, and invaluable networking opportunities. We are dedicated to nurturing a community of passionate, knowledgeable, and socially responsible business leaders who will shape the future of our society.

In summary, at the American Marketing Association, we are not just an organization; we are a movement. A movement dedicated to serving, uplifting, and developing the Baltimore metropolitan community. Through our relentless pursuit of knowledge, our commitment to service, and our passion for innovation, we aim to create a brighter, more prosperous future for all. Together, let us embark on this transformative journey, making a difference one step at a time.

Goals & Objectives

Goal 1: Achieve A Substantial Increase In Membership For The Spring 2024 Induction

- Objective 1.1: Implement targeted marketing campaigns utilizing social media, campus events, and promotional materials to raise awareness about our organization, attracting new members.
- Objective 1.2: Develop a comprehensive onboarding program for new members, ensuring seamless integration into our organization and fostering a strong sense of belonging and commitment.
- Objective 1.3: Establish a mentorship program pairing experienced members with newcomers to provide guidance, support, and encouragement, thereby enhancing member retention and engagement.

Goal 2: Cultivate A Distinct Campus Identity

- Objective 2.1: Create a compelling branding strategy that encompasses our core values, achievements, and aspirations, reinforcing our unique identity within the campus community.
- Objective 2.2: Organize inclusive events and activities celebrating diversity, creativity, and collaboration, promoting unity and a sense of belonging among members and the wider student body.
- Objective 2.3: Actively engage with campus organizations, academic departments, and student clubs to foster partnerships and collaborations, thereby amplifying our presence and impact across campus.

Goal 3: Foster Proactive Relationship-Building And Professional Competence

- Objective 3.1: Conduct workshops and seminars focusing on effective communication, networking skills, and professional development to equip members with tools and confidence for successful navigation of the professional world.
- Objective 3.2: Organize networking events that bring together students, alumni, and industry professionals, creating a platform for meaningful connections, mentorship opportunities, and potential career growth.

Goal 4: Create A Comprehensive Annual Report

- Objective 4.1: Form a dedicated and ambitious leadership board committed to the full reestablishment of the AMA on campus, responsible for operational facilitation, data collection, and promotion of impact and progress throughout the academic year.
- Objective 4.2: Design a visually appealing and informative annual report showcasing our initiatives, community involvement, membership growth, and positive program outcomes, serving as a testament to our organization's success and accountability.
- Objective 4.3: Disseminate the annual report widely within the campus community, alumni network, and local stakeholders, promoting transparency, credibility, and awareness about our organization's contributions and accomplishments.

By diligently pursuing these goals and objectives, we aim to create a vibrant, inclusive, and impactful organization that not only enhances the lives of our members but also significantly contributes to the Baltimore metropolitan community.

Commitments

Community and Social Impact

The American Marketing Association (AMA) Collegiate Chapter plays a pivotal role in driving community and social impact through its dynamic initiatives. As a hub for marketing enthusiasts and aspiring professionals, our chapter aims to lead positive change within the university and beyond.

- **Education and Skill Development:** At our core is a commitment to education and skill development. Through workshops, seminars, and networking events, the AMA Collegiate Chapter empowers students with essential knowledge and tools for success in marketing and related fields. By bridging academia with industry insights, we prepare members for the ever-evolving landscape of business.
- **Community Outreach and Social Impact:** We actively engage in community outreach programs that leverage marketing principles to address social issues and foster positive change. Collaborating with campus organizations like the African Student Organization (ASO) and the Muslim Student Association (MSA), we initiate campaigns to raise awareness for various causes. By amplifying our initiatives' impact through strategic marketing, we drive community involvement and support.
- **Diversity and Inclusion:** The chapter prioritizes diversity and inclusion through events that celebrate cultural differences and promote mutual understanding. This commitment creates an inclusive environment where students from diverse backgrounds thrive, enriching both academic discourse and social responsibility.
- **National Engagement and Excellence:** Our influence extends beyond campus through participation in national AMA conferences and competitions. These experiences not only enhance individual skill sets but also bolster our chapter's reputation as a center for marketing excellence committed to societal impact.

In essence, the AMA Collegiate Chapter is a catalyst for positive change, shaping socially conscious marketing professionals. Through educational initiatives, community outreach, commitment to diversity, and national engagement, we cultivate leaders poised to make lasting contributions to our community and society at large.

Objective: To enhance the community and social impact of the AMA Collegiate Chapter, fostering a positive and inclusive environment while making measurable contributions to the local community.

- **Quantitative Measure:** By the end of the academic year, increase community outreach event participation by 30%, aiming for a total attendance of 50 community members, thereby expanding the reach of the chapter's initiatives.
- **Qualitative Measure:** Establish and maintain partnerships with at least three campus student-led organizations, demonstrating a commitment to social responsibility and sustainable community impact.

Professional Development

- **Workshops & Training Sessions:** Quarterly sessions led by executive board members and industry professors cover diverse topics such as digital marketing strategies, market research techniques, brand management, and emerging trends in marketing. These sessions equip members with practical skills and insights crucial for success in the marketing industry.
- **Networking Events:** The AMA chapter organizes networking mixers, career fairs, and industry conferences to facilitate valuable connections. Members engage with marketing professors, Earl G. Graves School of Business faculty, and peers sharing similar career interests, enhancing their professional network and opportunities.
- **Speaker Series:** An annual event featuring guest speakers from various marketing sectors provides members and students with firsthand insights and real-world applications of marketing concepts. This series broadens perspectives and encourages dialogue on contemporary issues in marketing.
- **Case Competitions:** To cultivate practical skills, the AMA chapter hosts case competitions where members apply marketing knowledge to solve real-world business challenges. These competitions foster critical thinking, teamwork, and presentation abilities, preparing members for professional environments.
- **Internship & Job Placement Support:** Collaborating with university career services, the chapter offers resources for internships and job placements. Activities include resume workshops, interview preparation sessions, and connections to potential employers, ensuring members are well-prepared for career opportunities.
- **Workbooks & Resources:** The AMA chapter develops professional development workbooks and resource guides tailored for marketing students. Topics covered include building a personal brand, creating an online portfolio, and navigating the job search process, providing practical guidance for career advancement.
- **Mentorship Programs:** Establishing mentorship programs connects students with experienced marketing professionals for personalized guidance and support. This initiative offers invaluable insights, advice, and networking opportunities to help students navigate their academic and early career journeys effectively.
- **Continual Program Evaluation:** The AMA chapter regularly evaluates the effectiveness of its professional development initiatives through member feedback, tracking alumni success stories, and staying updated on marketing industry trends. This ongoing assessment ensures that programs remain relevant, impactful, and responsive to evolving professional demands.

It's important to note that specific activities and details may vary, and for the most accurate and up-to-date information, members should refer to the AMA collegiate chapter's calendar and communications.

Communication Systems

Internal Communications

- **Chapter Meetings and Updates:** Regularly scheduled chapter meetings serve as forums to disseminate essential information, share updates, and encourage active participation among members.
- **Communication Channels:** Utilization of diverse channels such as emails, newsletters, and a dedicated online platform ensures all members are informed about upcoming events, opportunities, and chapter developments.
- **Leadership Updates:** Transparent communication channels enable the Executive Board to share leadership updates, decisions, and strategic plans. Quarterly town hall meetings foster open dialogue, gather feedback, and address member concerns and suggestions.
- **Committee Collaboration:** Effective communication among committees ensures coordination in executing events, projects, and initiatives. Regular meetings and collaborative platforms enhance teamwork and information sharing.

External Communications

- **Social Media Presence:** Active engagement on platforms like Instagram, Twitter, and LinkedIn increases brand visibility. Regular posts share relevant content, event updates, and industry news to attract prospective members and partners.
- **Website Enhancement:** A revamped website serves as a comprehensive resource for members, prospective students, and external partners. Updates include event recaps, member spotlights, and industry insights showcasing chapter activities and expertise.
- **Email Campaigns:** Targeted email campaigns reach alumni, prospective sponsors, and community stakeholders with personalized messaging. Campaigns strengthen relationships, share success stories, and seek support for chapter initiatives.
- **Media Relations:** Cultivation of relationships with local media secures coverage for major events, community service initiatives, and accomplishments. Press releases and a media kit streamline interactions with journalists and influencers.

Metrics & Evaluations

- **Engagement Metrics:** Tracking social media metrics (likes, shares, comments) informs content strategy adjustments. Website analytics monitor user traffic, popular pages, and overall engagement to optimize online presence.
- **Feedback and Surveys:** Post-event surveys and member feedback continuously improve communication strategies and address specific needs. External surveys assess reputation, identify improvement areas, and understand stakeholder expectations.

In the past year, the AMA Collegiate Chapter has enhanced internal and external communications, fostering a more informed and engaged community. Moving forward, the chapter remains committed to refining strategies, adapting to emerging trends, and leveraging innovative channels to maximize impact within and beyond the university.