



Bylaws

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

Academic Year 2024

Article I: Name and Purpose

Section 1: Name

The name of this organization shall be the American Marketing Association Collegiate Chapter at Morgan State University, hereinafter referred to as “the Chapter”.

Section 2: Purpose

The purpose of the Chapter is to provide students with opportunities for professional development, networking, and community engagement within the field of marketing. Specifically, the Chapter aims to:

1. Enhance members' understanding of marketing principles and practices.
2. Facilitate connections between students and marketing professionals.
3. Promote leadership and team-building skills.
4. Engage in community service activities to benefit the local community.
5. Encourage academic excellence and ethical behavior in marketing.

Article II: Membership

Section 1: Eligibility

Membership in the Chapter is open to all currently enrolled full-time undergraduate students at Morgan State University studying marketing or any business-related degree. Prospective members must actively hold a cumulative gpa of 2.5 or higher. Full-time status is defined as enrollment in 15 credits or more per semester.

Section 2: Rights and Responsibilities

Members of the Chapter shall have the following rights and responsibilities:

1. The right to participate in all Chapter activities, events, and initiatives.
2. The right to attend and participate in Chapter meetings.
3. The right to vote in Chapter elections and on matters brought before the membership.
4. The responsibility to adhere to the Chapter's Code of Conduct.
5. The responsibility to actively contribute to the Chapter's mission and goals.

Article III: Executive Board

Section 1: Composition

1. President
2. Vice President
3. Secretary
4. Treasurer
5. Marketing Director
6. Membership Director
7. Brand and Social Media Director
8. Community Service Director

Section 2: Duties

The duties and responsibilities of each Executive Board member shall be as follows:

President

- Provide overall leadership and direction for the Chapter.
- Preside over all Chapter meetings and Executive Board meetings.
- Represent the Chapter at Morgan State University and external events.
- Ensure the Chapter adheres to its bylaws and fulfills its mission.

Vice President

- Assist the President in their duties and assume the President's responsibilities in their absence.
- Oversee the planning and execution of Chapter events and activities.
- Coordinate with committee chairs and ensure effective communication among Executive Board members.

Secretary

- Maintain accurate records of all Chapter and Executive Board meetings.
- Handle all Chapter correspondence and documentation.
- Ensure timely communication of meeting minutes and important information to members.

Treasurer

- Prepare and manage the Chapter's annual budget and financial reports.
- Maintain accurate financial records and provide regular updates to the Executive Board.
- Oversee all financial transactions and ensure fiscal responsibility.

Marketing Director

- Develop and implement marketing strategies to promote the Chapter and its events.
- Coordinate with the Brand & Social Media Director to maintain the Chapter's online presence.
- Create promotional materials and manage advertising efforts.

Membership Director

- Recruit new members and manage the Chapter's membership database.
- Organize orientation sessions and membership drives.
- Ensure members are engaged and informed about Chapter activities.

Brand and Social Media Director

- Manage the Chapter's social media accounts and online presence.
- Develop content to promote Chapter events and initiatives.
- Ensure the Chapter's brand is consistently represented across all platforms.

Community Service Director

- Plan and coordinate community service activities and projects.
- Foster relationships with local organizations and community partners.
- Encourage member participation in service initiatives.

Section 3: Election and Term

Officers shall be elected annually during the Spring semester. The term of office for each officer shall be one academic year, beginning at the conclusion of the Spring semester and ending at the conclusion of the following Spring semester.

Prospective candidates for President and Vice President positions shall undergo a formal 2-part interview process with active executive members and organization advisor. Candidates directly appointed by current President and Vice President chairs shall be required to undergo the same candidacy process.

Terms of Position Duration

- The positions of President and Vice President may be eligible for a second consecutive term, contingent upon approval by a vote of the entire Executive Board and the organization's general body of members.
- The positions of President and Vice President may be terminated if an official evaluation determines the incumbents' inability to fulfill their respective responsibilities. Termination is subject to a vote, requiring the agreement of 80% of both the Executive Board and general body members.
- Executive Board members, excluding the President and Vice President, are subject to termination following an official evaluation conducted by the President and Vice President. The final decision for termination requires an 80% affirmative vote from both the Executive Board and General Body members.
- If an Executive Board member becomes ineligible for membership due to academic standing, they shall be placed on academic probation until their academic standing meets the eligibility requirements.

Article IV: Meetings

Section 1: Routine Meetings

Routine meetings of the Chapter shall be held at least once a month during the academic year. The schedule for routine meetings shall be determined and communicated to members at the beginning of each semester.

Section 2: Special Meetings

Special meetings shall be called by the President or upon request by a majority of the Executive Board. Notice of special meetings shall be communicated to members at least one week in advance.

Section 3: Quorum

A quorum for the transaction of business at any meeting shall consist of at least 50% of the Executive Board members. The President or Vice President must be present for ethical reasoning.

Article V: Finances

Section 1: Budget

The Treasurer shall prepare an annual budget, which must be reviewed and approved by the Executive Board. Any expenditures exceeding a specified amount, determined by the Executive Board, shall require a majority vote of the Executive Board for approval.

Section 2: Financial Records

The Treasurer shall maintain accurate, complete and up-to-date financial records. These records shall be available for review by any member of the Executive Board upon request. The Treasurer shall provide regular financial reports to the Executive Board, including a detailed report at the end of each fiscal/semester.

Article VI: Amendments

Section 1: Proposal

Amendments to these bylaws may be proposed by any member of the Chapter. Proposals must be submitted in writing to the Secretary and presented at a routine meeting for discussion.

Section 2: Approval

Proposed amendments shall be discussed at a routine meeting and require a two-thirds majority vote of the Executive Board for approval and implementation. Approved amendments shall take effect immediately unless otherwise specified.

Article VII: Adaption

These bylaws shall be adapted by a two-thirds majority vote of the Executive Board and shall take effect immediately upon approval.

History of Constitution

- Created: June 10, 2024
- Revised: July 1st, 2024

These bylaws are designed to provide a clear framework for the operation of the AMA Collegiate Chapter at Morgan State University. Adaptations may be made as necessary, and regular reviews are recommended to ensure continued relevance and effectiveness.