CONSTITUTION
2003 - 04
Article I.

Mission

To promote student awareness of current issues in the field of marketing and to expose them to various career opportunities through assorted professional events.

Article II.

Goals

To plan and host, either alone or through co-sponsorship, at least five (5) events per semester including, but not limited to, lectures, roundtables, panels, mingles and receptions.

To encourage membership and promote awareness of the Marketing Society among the student population through the use of faculty contacts, events geared toward freshmen and transfer students, and effective publicity.

To maintain an active relationship with the American Marketing Association, so that the benefits of AMA membership may be conferred upon Marketing Society members.

To foster community among the Marketing Society members through social, fundraising, and community service events.

To develop and maintain a strong alumni network.

Article III.

Executive Board

Section A. Officers

The President shall coordinate and oversee all club functions and events; shall act as the figurehead and main contact person on behalf of the Society; and must be available to attend Stern Inter-Club Council (ICC) meetings, which are held regularly on Wednesdays at 12:30pm in Surdna North.

The External Vice President shall contact and develop relationships with outside organizations and professionals; and shall attend ICC meetings, which are held regularly on Wednesdays at 12:30pm in Surdna North.
The Internal Vice President shall contact other on-campus clubs, individuals, and professors; shall coordinate events with OCS; and shall attend ICC meetings, which are held regularly on Wednesdays at 12:30pm in Surdna North.

The Treasurer shall deal with the Society’s budget, keeping a spreadsheet accounting for our purchases and reimbursements; shall order food and drink for events; and shall communicate with the ICC treasurer regarding budget-related issues.

The Secretary shall take minutes during all meetings and distribute them to attendees and absent members of the meeting; shall maintain correspondence with members via email, including sending event flyers; and shall oversee the Marketing Society email account, address book, Alumni Network, and Member Merit Points Database.

The Publicity Chair shall oversee all the Society’s event promotions and advertising, including, but not limited to, designing and distributing flyers and posters, and communicating with professors to have them announce the events to their classes.

The Webmaster shall design, maintain, and update the Marketing Society Website.

The Social/Fundraising/Community Service Chair shall coordinate all of the Marketing Society’s social, fundraising, and community service events, at least one (1) of each per year.

The Concentration Series Committee shall develop a speaker series during the Spring semester. This is a two-month series during which each week, a speaker from a different concentration of the Stern Marketing Major (i.e. Advertising, Entertainment Marketing, Brand Management, Retail Marketing, etc.) comes to speak about his/her profession and the industry in which he/she works. The Committee shall contact and maintain relationships with these speakers throughout the year and after they visit.

**Section B. Elections**

Elections are held mid-Spring semester. All general Marketing Society members are eligible to apply. Graduating Marketing Society e-board members may appoint returning e-board members into the following year’s positions. However, this may only apply if the current member has fulfilled and excelled in his/her responsibilities in his/her current position. All remainder of the positions are open to elections by the general Marketing Society members.

**Section C. Impeachment**

The Marketing Society e-board may impeach one (1) or more members of the e-board if they fail to fulfill their responsibilities. The entire e-board (except for the impeached) must agree unanimously for a dismissal.
Article IV.

Membership

Section A. Requirements

Membership in the Marketing Society is limited to registered students of New York University's Stern School of Business. Members must attend at least two (2) Marketing Society events (as listed in Article V. Services) and have an interest in the field of marketing.

Gold Membership: Members who have attended at least four (4) events per semester are awarded Gold Membership. Awards are given out at the end of each semester during a Gold Member dinner.

Section B. Benefits

The Marketing Society offers its members benefits to help propel their careers in Marketing. Benefits include: (1) Scholarships, (2) Membership in the American Marketing Association, (3) entry into The Marketing Society Resume Book, which is to be distributed to top corporations affiliated with the Marketing Society, and (4) all other Marketing Society services.

Gold Membership: Gold members earn extra benefits including: (1) End-of-semester Gold Member award dinner; (2) Recognition of Gold Membership on the Marketing Society website; (3) Recognition of Gold Membership in The Marketing Society Resume Book.

Article V.

Services

The Marketing Society provides the NYU and Stern community with distinctly beneficial services. Services include: (1) coordinating presentations given by marketing, sales, and public relations professionals; (2) coordinating social, fundraising, and community service events for the Marketing Society members; (2) organizing corporate visitations to prominent companies in Manhattan; (3) facilitating access to a network of NYU alumni and former Marketing Society members; and (4) providing opportunities for resume distribution at numerous speaker events.