

American Marketing Association

New Member Packet 2026-2027



Welcome to AMA!

We are so excited to welcome you to our AMA chapter at Illinois State University. Our chapter is a dynamic community of students passionate about marketing, business, leadership, and professional growth. Through your membership you will build your resume, expand your network, and explore real world opportunities. We offer the tools, experiences, and connections to help you thrive. No matter your major or experience level, there is a place for you here.

Through this packet you will find:

- What AMA is
- What we offer
- How to get involved
- Expectations as a member
- Key contacts and resources

We can't wait to see what you accomplish with us!

- *Kylie Motykowski, AMA President 2026 - 2027*

What is AMA?

The American Marketing Association (AMA), established in 1937 is a not-for-profit organization. AMA is the largest marketing society in North America with over 400 chapters and over 75 professional chapters across the United States and Abroad. Through AMA, you'll have access to a 45,000+ wide network of peers and professionals across industries and campuses. Go to the national website of the American Marketing Association to learn more about this organization.

AMA at ISU

Our chapter at Illinois State University was established in 1979 and we have aimed to maintain our professional and engaging presence on campus since then. Our chapter is open to all students, dedicated to advancing marketing knowledge, careers, and leadership.

Our Mission

To foster personal and professional growth by providing students of all majors with real-world marketing insights, hands-on learning, leadership development, and national networking opportunities that prepare them for success in college and their future careers.

Our Values

- Community
- Equity
- Education
- Professionalism

1. **Community**

AMA has a commitment to service, leadership, and community involvement, and we look forward to making a lasting difference and creating meaningful opportunities to give back.

2. **Equity**

We want everyone in AMA to grow and prosper as individuals and build themselves for their future careers regardless of race, gender, sex, religion, age, disability status, or background.

3. **Education**

Every opportunity we give is meant to be a learning resource to our members and make them more knowledgeable across various subjects.

4. **Professionalism**

By investing in our members' professional development, we strive to prepare them as the next generation of confident and successful individuals.

How to Join AMA?

AMA is open to all students regardless of major, grade, or semesters left, so no requirements!

Step 1

Attend our meetings or tablings events to get access to our Flare group chat and check out our website to get the latest updates on meetings and events.

Step 2

Pay the AMA Illinois State University Chapter dues, which are \$45 per semester

- Pay this amount to our Venmo: isuama2026 or cash at meetings
- Screenshot or take a picture of confirmation of paying dues
- Please contact VP of Operations, Patty Andrade if you have any questions
isuamavpofoperations@gmail.com

Step 3

Visit the National AMA website and pay national dues at \$29/year

https://www.ama.org/ama-member-benefits/?return_url=https://www.ama.org/

- After paying National Dues, please take a picture or screenshot of confirmation

The National AMA dues will solidify that membership for a year, so if you pay for it during Fall/Spring semester, you will not have to pay again until the following year Fall/Spring semester. **In order to be in AMA at Illinois State University, you are required to pay semester dues AND national dues.

Step 4

If you are a new or current member, please fill out the Google form on our website so we can have your information on file and to upload your proof of paying dues.

https://docs.google.com/forms/d/e/1FAIpQLSeKULgezDYI7X3uz7u3drJAEQMY39FiQgiwy_pG3hv2ytnjxg/viewform?usp=preview

Benefits of Dues

AMA at Illinois State University Chapter Dues

Being in AMA brings countless opportunities to build yourself professionally, and connect with like-minded peers. AMA offers chances for members to learn from marketing professionals, attend corporate site visits, volunteer for the community, run for leadership positions, and more.

We build each other off of having a strong community of students from all majors across ISU.

National Dues

AMA is a national organization with chapters at colleges all across the nation. AMA hosts regional and national conferences for members to participate in various competitions, workshops, and networking events. AMA's national website also has plenty of resources for members, including a marketing job board, marketing certifications, courses, and other learning resources.

Points System

Any member that attends meetings, participates in any of our scheduled events has the opportunity to earn a certain amount of points. Each event has an amount of points associated with it. Members and Directors who earn points have more opportunity to be selected for our regional and national conference team, consideration for Director roles, be a recipient of an AMA award, and recognized for a high amount of points. Gaining a high amount of points is not required for our members, instead, we use our point system as an incentive for our members attending events and being active in the AMA Chapter.

General Meetings - 5 pts

Corporate/Professional Workshop Events - 4 pts

Fundraising Events - 3 pts

Tabling for Directors - 2pts/30min

Service Events - 3 pts

Social Events - 2 pts

Volunteering - 2 pts/30 min

Other RSO Events or Collabs - 3 pt

Dress Code

Business Casual—Every general meeting unless stated otherwise

Business Professional—Corporate tours or other professional events

Casual—social events, service events, fundraising events, general meeting-*if directed to do so*

******It is preferred for members to wear AMA merch at service + fundraising events

******Please check Flare App if any confusion with dress code, it will be posted under each event

Communication

All messages regarding upcoming meetings, events, or other details will be communicated through the **Flare App**, your **ILSTU email**, or posted on our **Instagram @amailinoisstate**. To join our Flare groupchat, a QR code to join will be given at meetings and tabling events. If a member fails to pay both chapter and national dues, the member will be taken out of the group chat and email list and will no longer receive updates for AMA. To be on the email list, a form will be given out for you to fill your contact information when you initially register to join. The Director of Membership will send any important updates to new and current members to your ILSTU email at the start of each week. Please check the Flare App, email, and our Instagram to be the most updated on our meetings and events.

Calendar

On the Flare App, there is a calendar icon at the bottom of the screen that will have all events with their times, location, and dress code posted on them when you click each event. There is also a Google Doc calendar of all of our events that will be accessible to all members on our website or it will be shared directly.

Website

AMA at Illinois State

To visit our calendar of upcoming events, board of members, resources, and more additional information about our organization, please visit our website <https://www.amailinoisstate.com/>

National AMA

The National AMA website is a great resource and tool. It contains free marketing courses, marketing job boards, marketing publications, and more ways to get involved on the National level of our organization. This website also contains more information on the regional and national conferences. <https://www.ama.org/>

Attendance Policy

Every general meeting is required to attend as a member, but we understand if something comes up. If you know you will not be able to attend, please reach out to our Director of Membership by email:

isuama.membership@gmail.com, that you will be absent, so they are aware. All other events for AMA are not required, but heavily encouraged to gain points, meet new people, and explore the opportunities we offer.