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"Success Is One Click Away"



2007-2008

University Nevada Las Vegas
Chapter Marketing Plan



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Overview

The University of Nevada, Las Vegas Collegiate Chapter of the American Marketing Association is recognized on campus as the premier professional student organization for business students. The chapter strives to maintain its reputation by continually delivering value to members through experiences such as professional development activities and events, social networking opportunities, academically rigorous workshops, and meaningful internship opportunities. By having high standards of quality for all of our activities, the organization hopes to provide the best possible opportunities for its members to learn marketing by experiencing it.

The chapter will provide opportunities for its members to learn by doing. The UNLV AMA is focused on activities such as the skills seminar this spring where the AMA members will plan, organize, market and run the event from beginning to end. The students who compose chapter membership are some of the brightest in the UNLV College of Business. Their natural intelligence combined with a strong work ethic and experiences gained from our activities will best prepare them for professional careers in marketing.

In addition to the hands on experiences offered, AMA members can attend special events and field trips. The itinerary will include some of the hottest marketing firms in town. The AMA will bring in prominent members of the business community to conduct seminars, lectures, and workshops. By touring such facilities, members will have to opportunity to see how work is conducted in the real world. The choice for field trip locations will be based upon the prospective company's status within the industry. The companies selected must have a strong history of achievements and success.

Lastly, the chapter will hold networking mixers with the local professional chapter to ensure a meeting of the minds between the best of academia and the best of the professional world. These mixers will give students the opportunity to make contacts that can serve them well throughout their careers.

Chapter Objectives

The following Chapter Plan will analyze organizational strengths and weaknesses, while exploring opportunities that the chapter can exploit to maximize its growth and influence. The plan will also present chapter objectives and goals, as well as providing the strategies to be implemented to achieve these goals. This plan serves as a blueprint for providing our members with the best possible experiences to bridge the gap between academic training and careers in marketing.

- Receive \$1,000 national AMA community service grant.
- Increase membership by 100%.
- Build our chapter sponsorship portfolio.
- Create three new committees for the 2007-2008 school year: web development & technology, advertising & promotions and case committee.
- Be a finalist in the national "McGraw-Hill: E-portal" case competition in New Orleans.
- Establish a collaborative relationship with the local professional AMA chapter.
- Host a minimum of four events with the local professional chapter.
- Build a record of chapter operations, procedures and guidelines that will be useful to next year's board.
- Develop a better leadership transition plan

Situation Analysis

The mission of the student chapter of the American Marketing Association at UNLV is to provide students of all majors the opportunity to network and interact with professionals, as well as incorporate practical application of business and marketing principles. We also provide and assist in professional development. The means to achieve this mission is to bridge the divide between the student body and the professional community of Las Vegas.

Strengths

- Highly committed and motivated board.
- Cohesive executive board with various skills and wide-range of resources.
- Encouraging faculty provides support and resources necessary for success.
- Content on website is useful to students within the College of Business and keep members current with upcoming events.
- Access to multi-channel marketing tools in our local community and on campus.
- Strong positive brand identity across the University
- AMA is the only “officially CSUN recognized” student organization within the College of Business. This allows our organization access to additional university resources.

Weaknesses

- High annual board turn-over.
- Difficulty organizing events that are compatible with every member's schedule.
- Lack of interest and support from UNLV Career Services.
- Approval process for various chapter operations is long and tedious.
- Insufficient record of last year's chapter operations and procedures.
- Board's lack of experience within organization.

Opportunities

- High volume of potential recruits within the College of Business and other related colleges.
- Availability of free resources to UNLV student organizations.
- Las Vegas is a dynamic city with a plethora of opportunities for careers in marketing.
- New leadership at the local professional chapter that is supportive of the student chapter.
- Continual growth of the city has lead to high demand for marketing interns and employees.

Threats

- Other UNLV academic and pre-professional organizations are recruiting from the same pool of students.
- Commuter school where majority of students have commitments outside of academic arena.
- Large population of non-traditional students.

The UNLV AMA collegiate chapter strives to mirror the dynamic environment in which we are living. Just as Las Vegas, is an ever-changing environment and requires one to be adaptable, our chapter strives to grow and adapt within the changing local and University environment. This plan is designed to take advantage of our strong brand identity and faculty support. It also attempts to address its weaknesses in terms of board turnover and lack of experience by developing a better leadership transition plan. In addition, the plan attempts to take advantage of the opportunities such as the change in leadership at the AMA professional chapter and minimize the threats such as the competition from other student groups.

Professional Development

Objective:

- To organize events that promote experiential learning, focus on the development of professional marketing skills, and create career opportunities for members who attend.
- Goals:
- Have minimum of eight guest speakers during the year.
- Admit two members to the professional luncheons per month.
- Hold one on-field trip per semester.
- Permit qualified members to participate in the development of the case project.
- Host two board meetings per semester where a board member from the professional chapter attends.
- Organize a minimum of two member networking events with the professional chapter.

Ongoing Development

Speakers

- Individuals will be influential and successful professionals who are experts in their field.
- Individuals will provide insight into topics such as music artist development, advertising, media placement, public relations, sales, marketing research, etc.
- Attendance should consist of a minimum of twenty students.

Networking Events

- Provide an opportunity for members to network and develop professional relationships that will promote career goals.
- Organize social events that will raise awareness of our organization within the business community.
- Attendance will vary depending upon event.

Field Trips

- Tour one prominent company per semester.
- Attendance should consist of a minimum of eight members.

Professional Luncheons

- Two members will attend the professional chapter's luncheons per month.
- Attendees will benefit from informative speakers and networking.

Fall Semester Development

Case Competition

- Allow nine members an opportunity to use and build upon their marketing skills and knowledge by participating in the annual case competition.
- Facilitate focus groups directed toward faculty.
- Design a survey targeted toward students.
- Create a marketing plan that will assist McGraw-Hill in the development of an e-portal site.

Career Fair

- Raise awareness of MGM Mirage Group's many employment and internship opportunities.
- Run a week long campaign promoting the company's booth.
- Create and distribute promotional flyers that included our chapter's logo.

Music Meets Marketing

- Motivate students to join AMA by hosting a free event targeted toward building excitement about a future in marketing.
- Provide insight and advice about starting a successful and rewarding career in the marketing aspect of the music industry.
- Enlighten students on the promotional avenues within the music industry.

Resume Building Workshop

- Educate members about the science of formulating a winning resume through one-on-one guidance.
- Members will learn how to build a resume that reflects achievements and qualifications as well as give them a competitive advantage.

Greenspun Media Group

- Inform members of the digital culture and its affects on traditional print media.
- Show members which marketing tools help companies maintain high levels of success and brand equity.

Spring Semester Development

Resume Building Workshop

- Educate members about the science of formulating a winning resume through one-on-one guidance.
- Members will learn how to build a resume that reflects achievements and qualifications as well as give them a competitive advantage.
- Launching students towards graduation

Job Shadowing Day

- Allow members to meet and be mentored by a professional from a field of their interest.
- Provide members with an opportunity to gain valuable contacts.

AMA Networking Mixer

- A social event where members can meet and network with members of the professional chapter in a relaxed environment.

Internship Mixer

- Give members an opportunity to meet and network with various companies for possible internships.
- Political Campaigns: Marketing to Win
- Show members how successful political campaigns rely on strength of their marketing strategy.

Guerilla Marketing

- Educate students to implement guerilla and grassroots marketing into a successful marketing strategy.

Rock and Roll Wine

- Introduce students to innovative and unconventional methods used by Rock and Roll Wine to reach its market.

Dining Business Etiquette Luncheon.

- Provides students with the appropriate conduct at business dining occasions.

Community Service

Objective:

To receive a community service grant to provide the marketing support for Olive Crest Las Vegas, a non-profit organization that aids victims of abuse, neglect, and abandonment. We will develop a partnership with the organization to improve the vision of increasing services to at-risk children and families.

Goals:

- Help Olive Crest develop a marketing plan to build awareness of and donations to the organization.
- Make monthly monetary donation commitment by helping at-risk children through different programs and activities.
- Become a miracle for five children, teens and/or family that cannot afford to celebrate the holidays.

Fundraising

Objective:

To host one major fundraising event each semester to raise adequate funds required for annual chapter activities. In addition, organizing, marketing and managing these two events provides our students with professional development opportunities.

Poker Tournament

This year, the UNLV Collegiate Chapter of the American Marketing Association is going to pull off the biggest fundraiser in its history by organizing a professional Texas Hold `Em tournament at the beautiful Sunset Station resort. The process of putting together this large-scale event will test the marketing competency of members as they strive to plan, promote, and host this substantial fundraising opportunity. The success of this event will only be possible through the culmination of hard work on the part of the students, and their full utilization of marketing skills to overcome real world obstacles. Members' capabilities will not only be challenged, but will be further developed and refined in the process.

Goals:

- Raise \$1000 in profits.
- Draw a minimum of 50 competitors.
- Sharpen our knowledge and skills in the areas of events planning and promotion.

Skills Refresher in Spring

The UNLV Collegiate Chapter of the American Marketing Association would like to host a marketing skills refresher course in the spring for professionals in the industry who wish to brush up on their knowledge of marketing concepts and principles. This event will be comprised of a series of lectures and seminars hosted by the best and brightest faculty members in the UNLV College of Business. We believe that in addition to sharpening members' knowledge about events planning and promotion, we would genuinely be providing a value and service to the professionals who attend this event, many of whom would willingly pay a substantially higher fee elsewhere to gain the same education we will provide. The refresher course would be offered at a very affordable \$200, with discounts for members of the local AMA Professional Chapter.

Goals:

- Raise \$1400 for our annual trip to the national conference in New Orleans.
- Increase members' knowledge of events planning and promotion.
- Increase members' knowledge of services marketing.
- Further develop and enhance members' marketing skills through promotional efforts.

Membership

Objective:

Our primary focus is to provide students from all walks of life the opportunity to improve their academic experience through the benefits of an AMA membership.

- Grow our membership from our current roster of 18 active members to 36 members by the end of spring 2008.
- Achieve a retention rate of 70% within the AMA organization

Strategy

- Launch a strong recruitment campaign emphasizing organizational benefits and opportunities
- Manage our perceived image through “clue management”
- Update our bulletin boards on a weekly basis, located in the heart of the College of Business
- Strengthen and utilize the website as a portal for all members and prospective members to gain information about the organization
- Provide universal access to an updated calendar through website

Membership Communication

- Calendar of events posted at the beginning of each semester on website and bulletin boards
- A weekly newsletter will be delivered via electronic mail to members
- AMA Minutes will be posted weekly on the UNLV AMA website

Membership Database

- Includes up-to-date information for all current members including major, email address, graduation date, position within the organization, accomplishments, and payment status.

Internal and External Communications

Internal Communications

Objective:

Communications will be conducted through efficient and effective channels. All messages to members will be constant and up-to-date. Communication will be especially critical for members of the Board and Case Team, requiring constant interaction and feedback.

Goals:

- Board Meetings once a week lasting 1.5 hours
- Chapter Plan Meetings once a week lasting 1 hour
- Committee Meetings once per month along with email initiatives
- Email conferencing
- Mass Emails with up to date information on team projects
- Mass texting including information about future event times and meeting places
- Phone calls to members to motivate into action and to initiate relationships
- Constant AMA Website monitoring including up to date information for members regarding future and past events, contact information of faculty advisors and Board members, and ways for members to become more involved

External Communications

Objective:

To have open communication channels between Collegiate Chapter and the external environment including the Professional Chapter, Faculty, and UNLV campus.

Goals:

- Newsletter publication announcing projects, awards, and member information.
- In class presentations with the purpose of recruitment.
- Plasma screen advertisements with the purpose of recruitment and to inform of current events.
- AMA Website used as a tool for communication to the external environment including the AMA mission statement, posting of members' resumes, active member involvement, and past and current event information.
- Table tent advertisements sent up in the UNLV Student Union Building with the AMA logo and information about current events
- Booths set up outside the Business Building and the MSU with the purpose of recruitment and branding of the AMA image
- Mass distribution of flyers with AMA logo and information about events
- Well organized and eye-catching AMA Bulletin Board set up in the Business College in high student traffic area

Chapter Operations

Objective:

To maximize our organizational efficiency in an attempt to become a truly customer-oriented organization that delivers value to our members via numerous professional development events, workshops, internships, and networking opportunities. We strive to strengthen the cohesiveness between the executive board and the general membership in order to better anticipate and cater to the needs and expectations of our constituency.

Goals:

- Our executive board will be structured upon a culture of discipline and execution, in which each individual board member will delegate specific duties and responsibilities in accordance with the AMA Collegiate Handbook. Each board member will be held accountable for tasks assigned on a weekly basis.
- The executive board will hold official meetings once a week. These will be held every Tuesday. The meeting will be conducted in a boardroom usually reserved for the marketing faculty. Several topics will be discussed each week, each pertaining to organizational goals, upcoming projects, and individual progress of each committee.
- The critical points of each meeting will be summarized and documented by the VP of Communications in an AMA Minutes newsletter to be sent out to each member via electronic mail.
- New members will be surveyed in order for the board to receive a realistic picture of what new recruits expected and desired out of their membership with the organization

Executive Board Meetings

The executive board meetings will be held on Tuesday mornings. The meetings will be conducted in a boardroom that is normally reserved for conferences between the marketing faculty and department chair. This prestigious setting produced an atmosphere of professionalism, and each meeting was dictated by a strict agenda to ensure productivity. The discussions will be led and facilitated by the chapter's Vice President, and input by other executives is not only allowed, but greatly encouraged. General members are also welcome to attend the meetings as observers, and sometimes their opinions will be solicited by the executives.

General Meetings

All member meetings will not follow a consistent routine like the executive board meetings and will instead take place monthly. This will be done in order to inform members about important chapter issues. Our informational meeting will be the first general meeting of the semester. It will serve the purpose of educating both existing and prospective members about each benefit available through their affiliation with the organization. Each special event will include professional development seminars and social functions, most of which will be all-inclusive member gatherings.

Committee Meetings

Our committees will serve a very important purpose in the organization. This is because their involvement will provide an opportunity for general members to participate and play an active role in the improvement of our chapter. Not everyone in our chapter can afford to put in the time and effort required to be an executive. However, many wish to contribute their talents to the further development of the club, and our committees will meet this need. Each committee will function autonomously and will be overviewed by an independent committee head. At the same time, each committee will work toward a common goal and purpose of furthering the development of our organization through hard work and individual improvement of each sector of our organization. Committee heads will attend the weekly executive meetings to share their work and report their status to the board. In addition, committee heads will also receive advice and counsel from executives who will be more than happy to play a mentorship role to those seeking guidance in their work.

Executive Transition

In order to ensure a constant supply of capable and competent leaders, the brightest and most intelligent minds in the College of Business will be heavily sought after in recruitment efforts. The students with the highest GPA's will be courted by our recruiting staff in order to ensure their membership into our organization. These future members will recognize what a prestigious honor it is for them to be part of a nationally recognized and respected chapter. In the spring, our organization will hold a leadership summit for current and future executive board members to strengthen our management skills and knowledge. Furthermore, it will serve as an opportunity to train the next generation of chapter leaders, and instill our organizational values and culture into them. Our executive board will also attend a board meeting of the local Professional Chapter to empirically observe for ourselves how business is done in the real world.

Current Financial Position

Throughout the upcoming year, we will be requesting financial assistance from local businesses and the Professional Chapter in an effort to support chapter operations. We will also be requesting a community service grant totaling \$1,000. Currently, we begin with \$640 in our checking account and \$4,200 in savings. Our goal is to end this fiscal year with our current standings, i.e. we wish to raise all necessary funding to complete year's operations.

Calendar of Events

FALL SEMESTER

AUGUST

Executive Board Meeting:

August 28, 2007

Chapter Planning

Meetings:

August 11, 18

SEPTEMBER

Executive Board Meetings:

September 4, 11, 18, 25

Chapter Planning

Meetings:

September 21, 28

OCTOBER

Executive Board Meetings:

October 2, 9, 16, 23, 30

Chapter Planning

Meetings:

October 5, 12, 19, 26

Case Planning Meetings:

October 4, 8, 10, 11, 15, 17, 18, 22, 24, 25, 29, 31

10: Informational Member Meeting

10: Career Fair with MGM Mirage Group

18: Music Meets Marketing

30: AMA Bowling Night at the Rock

NOVEMBER

Executive Board Meetings:

November 6, 13, 20, 27

Chapter Planning

Meetings:

November 2, 9, 16, 23, 30

Case Planning Meetings:

November 1, 5, 7, 8, 12, 14, 15, 19, 21, 22, 26, 28, 29

14: AMA Faculty Focus Group

15: AMA Faculty Focus Group

21: Resume Building

Workshop (Fall)

27: Vegas Magazine by

Greenspun

30: All night case team

write-up

DECEMBER

Executive Board Meetings:

December 4, 11

Case Planning Meeting:

December 3, 5, 6, 10, 12, 13

6: Field Trip to Professional Luncheon, all Board

Members attending

11: Observation of

Professional AMA

Chapter's Board Meeting

16: Poker Tournament

SPRING SEMESTER

JANUARY

Executive Board Meetings:

January 30

4-6: AMA Retreat in

Mammoth, CA: Branding the AMA image

30: Spring Kick-Off with General Member Meeting

FEBRUARY

Executive Board Meetings:

February 6, 13, 20, 27

7: Resume Building

Workshop (Spring)

7: AMA Road Trip to

R&R Partners

15: Mixer with Professional Chapter

21: AMA Networking

Mixer

21: AMA Internship Mixer

27: Career Fair Booth

paired with Professional Chapter

MARCH

Executive Board Meetings:

March 6, 13, 20, 27

6: Guest Speakers at

Professional Luncheon

16: Skills Refresher Course

21: Marketing to Win

(Political Marketing)

APRIL

Executive Board Meetings:

April 3, 10, 17, 24

10: Guerilla Marketing

24: Rock n' Roll Wine

Company

MAY

1: Job Shadowing Event

Chapter Budget 2007-2008

Income:		Notes
Member Dues	\$ 2,850.00	50 members @ \$42 national and \$15
Poker Tournament	\$ 1,000.00	67 tickets @ \$20 each
Skills Refresher	\$ 3,000.00	\$200 per person, \$100 per AMA member
Sponsorships	\$ 600.00	\$600 for Member T-shirts
AMA Scholarship**	\$ 4,000.00	2 scholarships @ \$2,000 each
Fundraising Grant***	\$ 1,000.00	Olive Crest Community Service Project
Total Income:	\$ 7,450.00	

Expenses:		
National Dues	\$ 2,100.00	50 members @ \$42 national
Focus Group Snacks	\$ 150.00	3 Focus Groups @ \$50 each
Speaker fees, lecture fees	\$ 65.00	Two speakers, MSU Ballroom
Newsletter	\$ 50.00	Newsletter Printing fees
T-shirt Creation	\$ 600.00	T-shirt printing and distribution
Exhibition competition	\$ 100.00	Various Supplies
Case Competition Expenses	\$ 125.00	Various supplies
Olive Crest Donations	\$ 50.00	Donations
Supplies	\$ 200.00	Paper, badges, receipts, printing
Total Expenses:	\$ 7,440.00	
**Total Income/(Expenses)	\$ 10.00	

***Fundraising Grant is not included in Total Income because the amount is pending.