

Application Form

for doctoral student membership



800.AMA.1150 • 312.542.9001 Fax • MarketingPower.com

Fill out this form completely, including signing the Statement of Ethics on the reverse side. Return your form with the appropriate payment via fax or mail to the AMA (see fax or mailing address below)

USE FOR MAIL OR FAX APPLICATIONS ONLY

Applicant Information

Send all mail to my: School Address Home Address

Check here if you are a prior member of the AMA.

College/University _____

Mr. Ms. Last Name _____ First Name _____ Middle Initial _____

Home Address (required for membership) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Home Phone (_____) _____ Home E-mail _____

School Address (if different than above) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

School Phone (_____) _____ School E-mail _____

Graduation Date: Month _____ Year _____

Professional Interest Areas

Please choose 3 areas, with 1 as your primary interest. Your selections will help us target member benefits to your professional interests.

- | | | | | | |
|---|---|--|--|---|---|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Merchandising/Retail | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Brand/Product Management | <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Marketing | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Non-Profit Marketing | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Interactive Marketing | <input type="checkbox"/> Marketing Strategy/Planning | <input type="checkbox"/> Marketing Strategy/Planning | <input type="checkbox"/> Packaging/POP | <input type="checkbox"/> Sales/Sales Management |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Marketing Academia | <input type="checkbox"/> Product Development | <input type="checkbox"/> Services Marketing | |

Payment Information

1. Annual Membership Dues*

AMA Membership Dues \$95.00

(includes Marketing News, choice of one additional publication and the DOCSIG)

Local Chapter Dues (optional—if you wish to belong to a chapter, see reverse side for student rates)

Chapter Name _____ + \$ _____

(Canadian members add 5% tax. GST #127478527) + \$ _____

Annual Membership Dues Subtotal = \$ _____

2. Publications

In addition to *Marketing News*, one publication of your choice is included in your membership. Please select the publication(s) you wish to receive:

- | | |
|---|---------|
| <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly) | \$65.00 |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) | \$65.00 |
| <input type="checkbox"/> <i>Journal of International Marketing</i> (Quarterly) | \$55.00 |
| <input type="checkbox"/> <i>Journal of Public Policy & Marketing</i> (Semiannual) | \$55.00 |
| <input type="checkbox"/> <i>Marketing Management</i> magazine (Quarterly) | \$60.00 |
| <input type="checkbox"/> <i>Marketing Research</i> magazine (Quarterly) | \$55.00 |
| <input type="checkbox"/> <i>Marketing Health Services</i> magazine (Quarterly) | \$55.00 |

You may subscribe to additional publications for the member discounted rate.

Additional publications: + \$ _____

(Canadian members add 5% tax. GST #127478527) + \$ _____

Publications Subtotal = \$ _____

3. Special Interest Groups (SIGs)

The DOCSIG is included in your membership. Please select the additional SIG(s) you would like to join. Additional SIGs are \$20 each.

- | | |
|---|---|
| <input type="checkbox"/> Consumer Behavior | <input type="checkbox"/> Marketing Strategy |
| <input type="checkbox"/> Diversity and Marketing | <input type="checkbox"/> Relationship Marketing |
| <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Retailing and Retail Management |
| <input type="checkbox"/> Interorganizational | <input type="checkbox"/> Selling and Sales Management |
| <input type="checkbox"/> Marketing and Entrepreneurship | <input type="checkbox"/> Services Marketing |
| <input type="checkbox"/> Marketing and Society | <input type="checkbox"/> Sports and Special Events Marketing |
| <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Teaching and Learning |
| <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Innovation, Technology and Interactivity |

Number of additional SIGs: _____ x \$20.00 = +\$ _____

Special Interest Groups Subtotal = \$ _____

4. Total Amount Enclosed

Add Subtotals 1, 2 and 3 = \$ _____

5. Method of Payment

- Check (payable to the AMA in U.S. funds drawn from a U.S. bank – DO NOT SEND CASH)
 American Express Discover MasterCard VISA

Card Number _____ 3-Digit Security Code _____ Exp. Date _____

Signature _____ Date _____

* \$35 of your dues is for a one-year subscription to *Marketing News*. AMA membership is individual and nontransferable. No percentage of dues is used for lobbying purposes.

Application Form

for doctoral student membership



Join Your Local Professional Chapter

As a Doctoral Student member, you may also join your local Professional Chapter at a special reduced rate. Your active participation in an AMA Professional Chapter will provide the connections, career information, networking and leadership opportunities that you will find nowhere else. Professional Chapters exist in more than 75 communities throughout North America, and are valuable resources for students looking for important industry news and programs. Professional Chapters offer a variety of seminars, speaker programs, networking events and other benefits.

To join a Professional Chapter, find the dues below and add that amount to the Payment Information on the front of this application.

For more information on AMA Professional Chapters, or to find the Professional Chapter in your area, visit our website at MarketingPower.com/chapters or call 800.AMA.1150.

Local Professional Chapter Listings

ALABAMA Birmingham.....No Dues	HAWAII Hawaii.....\$5	MISSOURI Kansas City.....No Dues St. Louis.....No Dues	PENNSYLVANIA Philadelphia.....\$5 Pittsburgh.....\$15
ALASKA Alaska (Anchorage).....\$15	ILLINOIS Central Illinois (Bloomington/Champaign/Peoria).....\$2 Chicago.....\$25	NEBRASKA Greater Omaha.....\$10 Lincoln.....\$10	RHODE ISLAND Southeast New England.....\$10
ARIZONA Tucson.....\$5 Phoenix.....\$8	INDIANA Indianapolis.....\$5 Michiana (South Bend/Elkhart).....\$5	NEVADA Las Vegas.....\$10 Reno/Tahoe.....\$5	SOUTH CAROLINA Charleston.....\$10
CALIFORNIA California Inland Counties (Riverside/San Bernardino).....\$15 Orange County.....\$10 Sacramento Valley.....\$5 San Diego.....\$5 San Francisco Bay Area.....\$15 Silicon Valley (Santa Clara/San Jose).....\$10 Southern California (Los Angeles).....\$10	IOWA Iowa (Des Moines).....\$5	NEW JERSEY New Jersey* (Newark).....\$10	TENNESSEE Knoxville.....\$40 Nashville.....\$15
COLORADO Colorado (Denver).....\$5	KANSAS Kansas City.....No Dues Wichita.....\$12.50	NEW MEXICO New Mexico (Albuquerque).....No Dues	TEXAS Austin.....\$5 Dallas/Ft. Worth.....\$5 Houston.....No Dues San Antonio.....No Dues
CONNECTICUT Connecticut (Hartford).....\$5 Fairfield County.....\$5	KENTUCKY Louisville.....\$5	NEW YORK New York* (City).....\$15 NY Capital Region (Albany).....No Dues Rochester.....\$5	VIRGINIA Central Virginia (Charlottesville).....\$2 Hampton Roads (Norfolk).....\$15 Richmond.....\$5
DISTRICT OF COLUMBIA Washington DC.....\$10	LOUISIANA New Orleans.....\$3	NORTH CAROLINA Charlotte.....\$5 Triangle (Raleigh).....\$10	WASHINGTON Puget Sound (Seattle).....\$5
FLORIDA Central Florida (Orlando).....\$5 Jacksonville.....\$5 South Florida (Ft. Lauderdale/Miami).....\$5 Tampa Bay.....\$5	MARYLAND Baltimore.....\$5	OHIO Akron/Canton.....\$5 Cincinnati.....\$10 Cleveland.....\$10 Columbus.....\$5 Dayton.....\$5	WISCONSIN Madison.....\$8 Milwaukee.....\$5
GEORGIA Atlanta.....\$20	MASSACHUSETTS Boston.....\$10	OKLAHOMA Oklahoma City.....No Dues Tulsa.....\$5	CANADA British Columbia (Vancouver).....No Dues Province of Québec/Montreal.....No Dues Toronto.....\$5
	MICHIGAN Detroit.....\$5 Michiana.....\$5 West Michigan (Grand Rapids).....\$5 Southwest Michigan (Kalamazoo/Battle Creek).....\$20	OREGON Oregon (Portland).....\$10 Willamette Valley (Eugene).....\$25	
	MINNESOTA Minnesota (Minneapolis).....\$20		

* Individuals living in the New Jersey/New York area have the option of joining the New Jersey chapter, the New York chapter, or both.

Statement of Ethics *In order to validate your application, you must sign this Statement of Ethics.*

As an AMA member, I agree to abide by the AMA Statement of Ethics which guides marketers' professional conduct.

- The basic rule of professional ethics: not knowingly to do harm.
- The adherence of all applicable laws and regulations.
- The accurate representation of my education, training and experience.
- The active support, practice and promotion of this Statement of Ethics.

Any AMA member found to be in violation of the Statement of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Statement of Ethics is available online at MarketingPower.com. In order to validate your application, please sign the Statement of Ethics. In order to validate your application, please sign the Statement of Ethics.

I subscribe to the Statement of Ethics and will adhere to it:

Signature

Date

Return your completed form with payment to: American Marketing Association
311 S. Wacker Drive, Suite 5800 • Chicago, Illinois 60606-6629

Phone: 312.542.9000 or 800.AMA.1150 • Fax: 312.542.9001 • Web: MarketingPower.com