



AMA EDUCATOR APPLICATION

311 South Wacker Drive • Suite 5800 • Chicago, IL 60606 • Phone: 312.542.9000 • Fax: 312.542.9001
Web site: www.ama.org • E-mail: info@ama.org

Select the membership options that best serve your individual needs and return this form with payment. **ADDITIONAL INFORMATION ON BACK SIDE.**

MEMBER INFORMATION

PLEASE PRINT ALL INFORMATION.

DR. MR. MS. SEND ALL MAIL TO: HOME OFFICE

LAST NAME FIRST NAME M.I.

TITLE

UNIVERSITY/COLLEGE OR ORGANIZATION

DIVISION/DEPARTMENT

ADDRESS/P.O. BOX CITY

STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY (IF NOT UNITED STATES)

HOME ADDRESS/P.O. BOX CITY

STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY (IF NOT UNITED STATES)

BUSINESS PHONE/EXTENSION HOME PHONE

FAX E-MAIL ADDRESS

- I would like information on the AMA Foundation and how to make a tax deductible contribution. (see description on back side)
- I DO NOT want to receive nonassociation mail.
- I DO NOT want my home address published in the Membership Directory.
- I DO NOT want to be published in the Membership Directory.

PROFESSIONAL INTEREST AREAS

IMPORTANT! Your selections will assist us in targeting membership benefits to your specific professional interests. RANK ONLY 3 AREAS (1 denoting primary).

- | | | |
|--|---|--|
| <input type="checkbox"/> BUSINESS MARKETING | <input type="checkbox"/> MARKETING MANAGEMENT | <input type="checkbox"/> HEALTH CARE MARKETING |
| <input type="checkbox"/> HIGHER EDUCATION/TEACHING | <input type="checkbox"/> GLOBAL MARKETING | <input type="checkbox"/> SERVICES MARKETING |
| <input type="checkbox"/> CONSUMER MARKETING | <input type="checkbox"/> MARKETING RESEARCH | <input type="checkbox"/> AGRIBUSINESS MARKETING RESEARCH |

PAYMENT INFORMATION

- AMA Membership Dues—1st year \$155.00
(annual dues are \$125 at renewal)
- AMA Membership Dues—2 years (Save \$30 by paying for 2 years now!) 250.00
(Canadian resident, add GST for Marketing News + 2.10). \$ _____

LOCAL CHAPTER DUES (required in most areas) -see enclosed chapter listing for amount
(When paying for two years of membership, please apply two years of chapter dues)

- Local Chapter Dues (Canadian resident, add 7% tax. GST #127478527) \$ _____
(Required chapter dues may be allocated to support the Academic Council. See Academic Council information on reverse side)
 - Required Chapter Dues Allocated To Academic Council Dues \$ _____
 - Academic Council Dues (Academic Council members may join three Special Interests Groups—SIGs. See list on reverse side). \$12.00
- Enter SIG code from list 1. _____ 2. _____ 3. _____

1. MEMBERSHIP DUES SUBTOTAL \$ _____

ADDITIONAL PUBLICATIONS AND PREMIER ONLINE PACKAGE

- | | |
|--|--|
| <input type="checkbox"/> Journal of Marketing (quarterly).....\$45.00 | <input type="checkbox"/> Marketing Management (quarterly).....\$45.00 |
| <input type="checkbox"/> Journal of Marketing Research (quarterly).....\$45.00 | <input type="checkbox"/> Marketing Research (quarterly).....\$45.00 |
| <input type="checkbox"/> Journal of International Marketing (quarterly).....\$45.00 | <input type="checkbox"/> Marketing Health Services (quarterly).....\$45.00 |
| <input type="checkbox"/> Journal of Public Policy & Marketing (semiannual).....\$45.00 | |

2. SUBSCRIPTION SUBTOTAL Canadian members add 7% tax. GST #127478527 \$ _____

3. I would like to make a contribution to the AMA Foundation. (See description on reverse side. Suggested contribution \$25.) \$ _____

TOTAL AMOUNT ENCLOSED (add 1, 2, & 3) **\$ _____**

METHOD OF PAYMENT

VISA MASTERCARD AMERICAN EXPRESS CHECK (payable in U.S. funds to the AMA)

Expiration Date



X Signature

TURN OVER FOR MORE INFORMATION.....▶

AMA ACADEMIC COUNCIL MEMBERSHIP INFORMATION

The Academic Council is a group of AMA Educator Members who support existing Special Interest Groups (SIGs) and foster the development of emerging groups. SIGs are member-initiated, formal interest groups offering continuous opportunities for interaction through newsletters, articles in *Marketing Educator*, conference programming and the Internet. AMA Educator Members have several options of membership affiliation. Join your local AMA Professional Chapter, the Academic Council or both.

Option One You can become a member of your local chapter by paying the chapter dues. AMA Professional Chapter dues may be required in your area. Please refer to the AMA Local Chapter Listing.

Option Two You can become a member of the Academic Council by allocating the required local AMA Professional Chapter dues to support the Academic Council.

Option Three You can become a member of your local AMA Professional Chapter and the Academic Council by paying both local AMA Professional Chapter dues and Academic Council dues.

The \$12 Academic Council Dues entitles you to join three Special Interest Groups (SIGs). The \$12 will be allocated among the SIGs you join.

ACADEMIC COUNCIL SPECIAL INTEREST GROUPS (SIGs)

SIG Name	SIG Code	SIG Name	SIG Code
Advertising	AD	Marketing Strategy	MS
Business-to-Business	BB	Relationship Marketing	RM
Channels & Distribution Management	WD	Retailing & Retail Management	RE
Consumer Behavior	CB	Selling & Sales Management	SS
Direct Marketing	DM	Services Marketing	SM
Doctoral Student	DO	Sports and Special Events Marketing	EM
Global Marketing	GM	Teaching	TE
Marketing & Entrepreneurship	ME	Technology & Innovation	TH
Marketing Research	SE	Tourism, Hospitality & Leisure	HT
Marketing & Society	MO		

If you should have any questions regarding the Academic Council or its Special Interest Groups, please contact us at 800.AMA.1150/312.542.9000 or info@ama.org

AMA FOUNDATION

Gifts may be deductible for income tax purposes

The AMA Foundation's mission is to benefit society through marketing knowledge and practices. The Foundation gives back to the profession of marketing by providing education and materials to business libraries worldwide, underwriting scholarships, honoring and supporting community service initiatives, and recognizing excellence in marketing innovations, marketing research, and scholarship. For information on the Foundation contact us at 404.651.1978 or e-mail: jpomerantz@ama.org.

CODE OF ETHICS STATEMENT

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

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

Any AMA member found to be in violation of the Code of Ethics may have his or her Association membership suspended or revoked. A complete copy of the AMA Code of Ethics will be sent to all members in their New Member Package. In order to validate your application, please sign the Code of Ethics Statement.

I SUBSCRIBE TO THE CODE OF ETHICS AND WILL ADHERE TO IT:

X

SIGNATURE

DATE

AMA MEMBERSHIP IS INDIVIDUAL AND NONTRANSFERABLE. \$30 OF YOUR DUES ARE FOR A ONE YEAR SUBSCRIPTION TO MARKETING NEWS.