

**SAINT JOSEPH'S UNIVERSITY  
AMERICAN MARKETING ASSOCIATION**

**PREPARE**



**2**



**DARE**



**SAINT JOSEPH'S UNIVERSITY  
MARKETING DEPARTMENT  
5600 CITY AVENUE  
PHILADELPHIA, PA 19131**

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# CHAPTER OVERVIEW



## EXECUTIVE SUMMARY

Saint Joseph's University's American Marketing Association provides students interested in careers in business, and particularly the marketing industry, various opportunities. Student membership in the world's premiere organization of marketing professionals provides real-world marketing experience that supplements what is learned in the classroom. Industry speakers from various fields of marketing, open the door to individual career opportunities, while AMA members gather collectively to enhance the organization's presence on campus and within the community.

## MISSION

To provide each member a valuable link between the study of marketing and the professional world of business through a variety of activities, speakers, group interactions or individual success and maintain gold chapter status.

## TARGET MARKETS AND SEGMENTS

- 1-** Marketing Majors and Minors
- 2-** Other Business Majors
- 3-** Students focusing on Communications and Psychology in the College of Arts & Sciences

## UNIVERSITY STATS

LOCATION: PHILADELPHIA

FOUNDED: 1851

TOTAL UNDERGRAD: 5,471

TOTAL GRADUATE: 3,445

# 465

Marketing Majors in  
the Haub School of  
Business



# SWOT ANALYSIS



## STRENGTHS

- Marketing is the top business school major.
- Accredited and acclaimed Business school with highly involved alumni.
- Strong campus presence.
- Increased popularity after winning Gold Chapter

## WEAKNESSES

- Limited funding from the university.
- Limited involvement from general membership in competitions.
- High executive board turnover each year with adjustment

## OPPORTUNITIES

- Proximity to New York and Washington, DC.
- Job market requires students to do all they can to build their resumes.
- Underclassmen are becoming more involved at an earlier stage than ever before.

## THREATS

- Competing majors.
- Competing business-related clubs and organizations.
- Economic climate make due collection and fundraising challenging.



# PROFESSIONAL DEVELOPMENT



## GENERAL MEETINGS

**OBJECTIVES:** Offer at least 4 meetings each semester with an average attendance of 30 members and 10 nonmembers.

**STRATEGIES:** Highlight different facets of marketing that our members may consider pursuing. Meetings will be held the same day of the week, time and location each month to maintain consistency.

## CO-SPONSORED EVENTS

**OBJECTIVES:** Cut cost and increase awareness to nonmembers of various majors. Plan a minimum of two co-sponsored events each semester.

**STRATEGIES:** Contact the Career Development Center and all business related organizations along with any others that may be interested in a specific guest speaker or topic.

## PROFESSIONAL DEVELOPMENT WORKSHOPS

**OBJECTIVE:** Offer a minimum of 6 workshops over the year with attendance from 15 members and 5 nonmembers.

**STRATEGIES:** Prepare members to find and land their dream jobs by teaching them how to write résumés that stand out, master interviews, and exhibit the proper etiquette in the workplace.

## REGIONAL CONFERENCES

**OBJECTIVE:** Have at least 4 members attend one conference each semester.

**STRATEGIES:** Strengthen SJU AMA's relations with fellow chapters while gaining knowledge on cutting edge marketing techniques that can be shared with our chapter following the conference.

## COMPETITIONS

**OBJECTIVE:** Participate in 75% of the competitions.

**STRATEGIES:** Offer Competition Committee members hands-on opportunities to showcase marketing abilities and work as a team.

## MARKETING WEEK

**OBJECTIVE:** Offer five events that attract members and nonmembers alike.

**STRATEGIES:** Provide varied events encompassing community service, professional development and networking with professionals to highlight what our organization is all about.

### PREPARE:

**Each and every member to reach their potential.**

### DARE:

**Them to be better than they think they can be.**



# COMMUNITY SERVICE



## ORGAN DONATION

**OBJECTIVE:** Execute two Organ Donation Events each semester recruiting 40 donors per event. Generate buzz around 2 videos per semester on organ donation. Gain 250 views and 10 comments for each video. Participate in 14 of the 18 AMA Saves Lives Competitions.

**STRATEGIES:** Increase awareness of the need for organ donation through events and social media. Require strong committee involvement to increase their social media and communication skills.

## COMMUNITY DAY

**OBJECTIVE:** Attend the campus affiliated Community Day each semester and increase attendance at events by 10%.

**STRATEGIES:** Promote Community Day in our club through emails and flyers. Have at least 15 members attend to show our support for the organization sponsoring the event.

## THINK PINK WEEK

**OBJECTIVE:** Participate in Breast Cancer Awareness week and increase attendance by 5% since last year.

**STRATEGIES:** Have a sign up during Marketing Week for those who want to help with the SJU Think Pink Week and advertise for the event with the AMA logo.

## PHILADELPHIA YOUTH SOLUTIONS PROJECT

**OBJECTIVE:** Offer marketing insights to Philadelphia's youth at a summer camp, with a minimum of one member attending each day for three weeks.

**STRATEGIES:** Partnering with the Saint Joseph's University Sociology Department and raise awareness to the community and emphasize the need for increased Police force.

### PREPARE:

**All of our members to go forth and serve.**

### DARE:

**Them to make a difference.**



# FUNDRAISING



## **SOCIALS**

**OBJECTIVE:** Have three a semester with a minimum profit of \$200 each event.

**STRATEGIES:** Team up with local restaurants and businesses and have a proceeds of the check and/or tip come directly to us.

## **T-SHIRT SALES**

**OBJECTIVE:** Create more of a campus presence while creating a profit by 10%

**STRATEGIES:** Get the general members involved by creating a T-Shirt they think encompasses the whole club.

## **SPONSORS**

**OBJECTIVE:** Cover the registration cost for the International Collegiate Conference for 9 members totaling an estimated \$1,800.

**STRATEGIES:** Represent students of the marketing department at various events. Aide in advertising and communications as needed.

## **SPORTS AUCTIONS**

**OBJECTIVE:** Auction off tickets for the popular sports teams in the area.

**STRATEGIES:** Because Philadelphia is passionate about their sports, auction two tickets for each team and in turn, generate a profit. This would be promoted through all types of media to ensure reception.

## **MARKET RESEARCH SURVEYS**

**OBJECTIVE:** Complete 250 surveys each semester, totaling \$800.

**STRATEGIES:** Members of the Fundraising committee will gain valuable insights on creating effective survey's while completing survey's produced by leading market research firms.

### **PREPARE:**

**To do what is necessary to succeed.**

### **DARE:**

**To give back to those less fortunate.**

# MEMBERSHIP

## **INFORMATION SESSIONS**

**OBJECTIVE:** Provide one information session at the start of each semester to optimize new membership.

**STRATEGIES:** Have the meeting during the first week of classes so students will not be as many commitments. Explain the benefits of the AMA and encourage questions and further involvement.

## **RECRUITMENT**

**OBJECTIVE:** Increase new membership by at least 50% by then end of the year and have 25% of our previous members renew.

**STRATEGIES:** Visit all introductory and upper level Marketing classes at the beginning of the semester. Have students fill out application at time of visit and follow up with an email the next day. Executive Board members will be required to sign up 5 new members each semester.

## **MEMBER APPRECIATION**

**OBJECTIVE:** Boost participation within the general members to achieve 10% more members each meeting.

**STRATEGIES:** Our Vice President of Membership will keep a point system of attendance and participation from our members at meetings and events. At the end of the semester we will evaluate the data and reward the top three members with prizes and a chance to attend the International Collegiate Conference in March.

**PREPARE:**

**To fill every seat.**

**DARE:**

**To have standing room only.**



# COMMUNICATION



## INTERNAL COMMUNICATION

### SOCIAL MEDIA

**OBJECTIVE:** Update Facebook, Twitter, and LinkedIn once a week at a minimum and increase followers in all mediums by at least 15% each semester.

**STRATEGIES:** Social media has become extremely important over this past year. Because everyone has a Facebook and Twitter is becoming increasingly popular, we want everyone to be able to find out what's going on through those areas. Every executive board member will be an administrator on both sites so everyone has the opportunity to post updates. We also recently launched our blog, [www.sjuamablogspot.com](http://www.sjuamablogspot.com), that will allow to further keep our members updated.

### UPDATES AND NEWSLETTERS

**OBJECTIVE:** Send out weekly e-mails with upcoming events and highlights from the past week as well as a monthly newsletter.

**STRATEGIES:** To prevent spamming, our VP of Communications will utilize our [sju.ama@gmail.com](mailto:sju.ama@gmail.com) address and send only one e-mail a week and a comprehensive monthly newsletter to make sure the members are getting the most out of their membership.

## EXTERNAL COMMUNICATION

### WEBSITE

**OBJECTIVE:** Update our website on an as need basis, keeping it user friendly and achieve recognition at the national conference.

**STRATEGIES:** Provide written information about our events as well as any necessary forms and close monitor it to make sure nothing is out of date.

### ADVERTISING

**OBJECTIVE:** Continue to stand out around campus by using conventional and nonconventional methods to make sure our target market is reached.

**STRATEGIES:** Post creative and colorful flyers around the business school and student centers as well as creating ads to go on the plasma screens around campus. Balloon drops in the dining hall is a tactic we've been using for years that grabs the attention of freshman and incurs a high return rate at our meetings.

## PREPARE:

**To tell everyone why AMA is the only WAY!**

## DARE:

**To have them tell everyone for us!**



# CHAPTER OPERATIONS



## ORGANIZATIONAL STRUCTURE

**OBJECTIVE:** Maintain the successful leadership structure of our chapter.

**STRATEGIES:** To maintain our leadership hierarchy, the incoming elected officials will begin shadowing executive board members one full month before assuming their positions.

## EXECUTIVE POSITIONS

**OBJECTIVE:** Create a position representing important areas of our chapter.

**STRATEGIES:** Appoint one President and one Vice President of each of the following: Advertising, Communications (internal and external), Community Service, Competitions, Event Planning (professional development), Finance, Fundraising, and Membership. Allow for each Vice President to elect a committee to aide in the execution of their positions responsibilities.

## COMMITTEES

**OBJECTIVE:** Implement a committee to work under each Vice-President with the exception of Finance. Plan for committees to meet one to two times each month with a minimum of five participants in each committee.

**STRATEGIES:** Improve participation and encourage further involvement by members by providing them with real world experience on close-knit teams.

## EXECUTIVE BOARD

**OBJECTIVE:** Offer 22 meetings over the course of the year, maintaining at least 85% attendance per meeting.

**STRATEGIES:** Delegate chapter operations across the executive board to achieve a smooth flowing organization that allows for the development of marketing and business skills necessary for members to succeed in a professional environment. This will require assessing our performance in comparison to our objectives and making any necessary adjustments regularly.

## EXECUTIVE BOARD EVALUATIONS

**OBJECTIVE:** Offer constructive feedback at least once per semester to each member of the board.

**STRATEGIES:** To ensure our executive board is performing to the highest standard, each member will fill out an evaluation survey on each member of the board. The results will be given to the President who will meet with each member to review responses and discuss future strategies.

**PREPARE:**

**For the worst.**

**DARE:**

**For the best.**



# CALENDAR OF EVENTS



## FALL

### **JUNE/JULY**

EBM: To discuss past semester and plan for move-in day

### **AUGUST**

M: Freshmen move-in

### **SEPTEMBER**

EBM: Four scheduled  
M: Fall Activities Fair and class visits  
PR: Fall Career Fair  
GM: Information Session  
F: T-Shirt Sales

### **OCTOBER**

MARKETING WEEK  
Monday: Personal Branding  
Tuesday: Director of Marketing from LiveNation  
Wednesday: Sports Marketing Breakfast  
Thursday: AMA Marketer of the Year: Phillies  
Friday: Visit to the NBC 10! Show  
CS: Community Day  
CS: Think Pink Week  
CS: AMA Saves Lives Booth  
EBM: Four scheduled  
F: Pei Wei Fundraiser  
PD: Mock Interview Day

### **NOVEMBER**

EBM: Four scheduled  
PD: Chapter Website Competition  
PD: Marketing Week Competition  
PD: Personal Branding Boot Camp  
GM: AXA Advisors and Wells Fargo  
M: Executive Board Interviews  
F: Guest Bartending at a local restaurant

### **DECEMBER**

EBM: Two scheduled  
PD: AMA Student Marketer  
CS: AMA Saves Live Fall Competition  
PD: Pearson Case Competition  
F: Finals Packages  
M: Co-Sponsor Mock Interview Day

## SPRING

### **JANUARY**

EBM: Four scheduled  
GM: Information Session  
M: Class visits  
F: Guest Bartending  
PR: Spring Career Fair

### **FEBRUARY**

EBM: Four scheduled  
F: Name your price bake sale  
M: Balloon Drop  
GM: One scheduled  
PD: Submit Annual Report  
PD: Submit Hugh G. Wales Award

### **MARCH**

EBM: Three scheduled  
GM: One scheduled  
PD: 34<sup>th</sup> International Collegiate Conference  
F: St. Patrick's Day themed pint glasses  
M: SJU Open House  
CS: Generate and promote AMA Saves Lives ad

### **APRIL**

EBM: Four scheduled  
GM: One scheduled  
CS: Community Day  
F: Final Packages  
PD: End of year Networking night

### **MAY**

EBM: One scheduled  
CS: AMA Save Lives Wrap-up  
CS: "Walk for Peace" 5K  
PR: Commencement

**EBM= Executive Board Meeting**

**CS= Community Service**

**GM= General Meeting**

**F= Fundraising**

**M= Membership Recruitment**

**PD= Professional Development**

**PR= Professional Recruitment**



# BUDGET 2011-2012



**BEGINNING BALANCE:** **\$350**

**EXPECTED REVENUES:**

<b>SALES FUNDRAISERS</b>	<b>5,100</b>
<b>SOCIALS (6 PER YEAR)</b>	<b>\$1200</b>
<b>CARE PACKAGES</b>	<b>3000</b>
<b>T-SHIRT SALES</b>	<b>100</b>
<b>MARKET RESEARCH SURVEYS</b>	<b>800</b>
<b>SPORTS AUCTION</b>	<b>1000</b>
<b>MEMBERSHIP DUES</b>	<b>1,500</b>
<b>SPONSORSHIP</b>	<b>1,800</b>

**TOTAL EXPECTED REVENUES:** **\$8,400**

**TOTAL AVAILABLE:** **\$8,750**

**EXPECTED EXPENSES:**

<b>INTERNATIONAL COLLEGIATE CONFERENCE</b>	<b>7,160</b>
<b>FLIGHTS</b>	<b>3,500</b>
<b>HOTEL RESERVATION</b>	<b>2,160</b>
<b>REGISTRATION</b>	<b>1,500</b>
<b>MARKETING WEEK</b>	<b>650</b>
<b>DECORATIONS</b>	<b>50</b>
<b>MARKETER OF THE YEAR AWARD</b>	<b>50</b>
<b>SPEAKER GIFTS</b>	<b>50</b>
<b>FOOD AND BEVERAGES</b>	<b>500</b>
<b>GENERAL MEETINGS</b>	<b>640</b>
<b>FOOD AND BEVERAGES</b>	<b>500</b>
<b>SPEAKER GIFTS</b>	<b>80</b>
<b>MEMBER APPRECIATION</b>	<b>60</b>

**TOTAL EXPECTED EXPENSES:** **\$8,450**

**ENDING BALANCE:** **\$300**