Salisbury University
American Marketing Association
Chapter Plan
July 2010-June 2011
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Mission Statement

Our mission is to attract a dynamic group of students of all majors and provide them with the opportunity to learn and apply marketing concepts better preparing them for a broad range of careers. This professional development will be obtained through activities and events involving teamwork, community service, leadership, and responsibility. Members of Salisbury AMA will act in a professional manner both on campus as well as throughout our community.

Vision Statement

Our vision is for our peers to recognize AMA as an opportunity for professional development and to be recognized as the premier business oriented group on campus.

Target Market

Primary: Attract and retain loyal, hardworking, and responsible Perdue School of Business students that are pursuing a degree in business.

Secondary: Expand our membership to undergraduate students of all majors and minors who have an interest in marketing.

Environmental Analysis

Salisbury University is located in the city of Salisbury on the Eastern Shore of Maryland. We are located 30 minutes from the Maryland beaches and 2 hours and 30 minutes from the Baltimore/Washington metropolitan area. Our chapter of AMA is housed in the AACSB accredited Perdue School of Business along with approximately 1,500 business students. Salisbury University has a total enrollment of over 7,000 students including graduate and undergraduate students.
Strengths

Executive Board: Our executive board is comprised of 12 returning and new members, who provide balance between experience and new ideas; all dedicated to the goals of AMA. Commitment: The commitments of our executive board have increased. This year we have stronger early interest. Reputation: Established since 1990, we are the largest club in the Business School with a reputation for professional development. We provide opportunities to practice marketing and communication skills.

Weaknesses

Communication: We need to establish more effective ways of promoting our activities in the community. New officers: We have officers that are new to AMA and unfamiliar with our events. Membership retention: Our membership tends to decrease as the semester progresses. Membership fees: Some members are concerned about the costs associated with our club. Marketing Focus: Previously, fundraising and community service has been our main focus. We need to reemphasize professional development.

Opportunities

New Members: Salisbury University is growing in enrollment. This provides an excellent opportunity for recruiting new members. Fundraising and Community Service: New businesses in our community give our chapter the opportunity to raise funds and practice our marketing skills while promoting these businesses. New Perdue Building: The construction for the new the Perdue School of Business is currently underway. This will ensure better opportunities for the organization in the future. Partnership with the Student Government Association (SGA): The SGA is involved in every aspect of campus life. Forums are a good opportunity to learn about campus events and use our marketing skills to attract students.

Threats

Other Student Organizations: The number of organizations on campus is increasing. Students join clubs that offer different opportunities. Experience: Many of our current officers will be graduating in May 2011. We will have to fill these positions in a timely manner to prepare new officers to undertake the roles to keep AMA a successful organization. The Economy: Due to the economic downturn, we expect to have fewer sponsors.
Company Tours (Fall Semester)
Company tours are a chance to give AMA members a real-world business experience by working with local businesses in setting up dates to tour their facilities.

Goal: At least one company visit per semester

Student Tutoring (Fall and Spring Semester)
Through the academic school year, Salisbury University AMA members will be offering tutoring. Tutoring sessions are open to all business students once a week for an hour. This opportunity allows students to review marketing theories and skills while developing their ability to teach and explain marketing concepts.

Goal: Two students to tutor per session

Business Speakers (Fall and Spring Semester)
Business leaders will visit campus to speak with AMA from the local and regional areas to give insight different aspects of the business world: their company, marketing strategies, resume and interviewing tips, etc. It is a chance for our members to begin networking.

Goal: Minimal of three speakers per semester

Career Workshops (Fall and Spring Semester)
Professional workshops include: Resume reviews, Mock Interviews, Developing Electronic Portfolio, Art of the Interview, Getting a Job Tips, Networking for a Job, and Interviewing for an Internship.

Goal: For each member to attend two workshops per semester

Job/Internship Fair (Fall and Spring Semester)
Encourage members to attend the Job/Internship Fair to gain experience on approaching an employer or recruiter.

Goal: 75% of AMA members actively engage in job fair

Presentations (Fall and Spring Semester)
Maintain a strong relationship with faculty and staff by creating power point presentations regarding information in which business students need to be informed of such as: Study abroad, opportunities, and internships.

Goal: Involve 5 members per semester in presentations

Etiquette Dinner (Spring Semester)
An etiquette dinner is held by AMA to reinforce proper etiquette for any type of fare including personal and business. The dinner is open to all faculty, staff and students.

Goal: 80% AMA attendance at the dinner

National Conference (Spring Semester)
An out-of-state (New Orleans, L.A.) travel experience for members to network with other AMA’s, meet employers, and collaborate with chapter members to prepare a marketing exhibit.

Goal: Invite 15 AMA members

Overall Goal: To provide an opportunity for members to gain knowledge and experience outside the classroom to enhance their ability to network, interact and engage in the business world.
Overall Goal: Our chapter will utilize our marketing skills to develop, promote and/or support events that will benefit our campus and community. In addition we will continue to participate in traditional community service events.

Strategies

**Kids of Honor**
Kids of Honor empowers youth to graduate from high school. Kids of Honor envisions a future where the legacy of successful, educated young people inspires positive community change. AMA supports Kids of Honor in its local fundraising events and community projects. Currently two fundraising events are scheduled. We will use our promotional and sales skills to sell Macy’s day coupons. We will develop online networks and an online sales promotion to help with Kids Bowl a new online fund raiser. In addition we will support their Thanksgiving food drive.

**Goal:** Support Kids of Honor in two fundraising events and one community service event.

**I Love Salisbury**
We will participate in a local area clean-up by raking leaves, painting houses, and any other small tasks that people living in the community request.

**Goal:** 10 members participate.

**Relay For Life**
AMA members will fundraise for and participate in Relay for life to create awareness and support within the campus and the community.

**Goal:** 15 members participate, raise $1,500

**AMA Saves Lives**
To increase awareness and organ donor registration we will design and implement a social network campaign. In addition, we will have an on-campus information table to raise awareness about organ donation.

**Goal:** 30 people register

**Perdue School of Business Tutors**
Members of our chapter will help business major with marketing materials and theories, presentations, and public speaking.

**Goal:** AMA tutors available for 1 hour a week

**Perdue School Promotions**
AMA members create and present promotional materials for Perdue school functions including: Study Abroad programs, Junior orientation, etc. For example in the Fall we will promote the winter session study abroad trip to Argentina.

**Goal:** Successfully promote 3 Perdue School functions
Overall Goal: Using business and marketing skills AMA members will raise $3,700 in revenue to support ongoing operations of Salisbury University AMA. The primary goal of our fund raising activities is to financially support student travel to the National Collegiate AMA Conference.

**Strategies**

**Corporate Sponsors** (Fall Semester)
Develop corporate sponsorship by local businesses. In return we will recognize their company name on different club materials giving them opportunity for advertising reaching countless students all across campus.

**Goal:** $1500

**Daily Planner** (Fall Semester)
To formulate a distribution plan to dispense over 3,000 daily planners to Salisbury University students, focusing primarily on the Perdue School of Business.

**Goal:** $700

**Etiquette Dinner** (Fall Semester)
Members of the AMA in cooperation with Salisbury University Career Services will host an etiquette dinner to help students learn about proper business dinner mannerisms.

**Goal:** $300

**Restaurant Share** (Fall/Spring Semester)
AMA in cooperation with local restaurants will distribute coupons promoting the restaurants. As compensation AMA will receive 20% of each associated bill.

**Goal:** $300

**Macy’s** (Fall Semester)
AMA will work with Kids of Honor and MACY’s to distribute Macy’s coupons. Coupons cost $5, $2.50 to be divided to both Kids of Honor and AMA.

**Goal:** $200

**Black Tuesday/Barrel of Fun** (Fall/Spring Semester)
Work with Monkey Barrel, a local Bar, hosting AMA fundraising events with specialty items. A percentage of the proceeds from sales and door entrance will go to AMA.

**Goal:** $200
Overall Goals: Recruit and retain a total of 50 members of the AMA Salisbury chapter this year. This number will include inactive and active members. By generating new ways to increase membership retention we hope to classify 80% of members as active at the end of the Spring semester. We define active members as paying both local and national dues and attending 75% of meetings and participating in 50% of all events.

Strategies

Social
We believe that building personal relationships among members will lead to increased interest, better retention, and improved team functions. Social events will include a potluck dinner, pumpkin carve, bar crawl, pumpkin chunkin, 3rd Friday downtown events, and more.

Goal: 4 social events per semester

National Conference
As an incentive, only active members will be able to attend the National Collegiate Conference in New Orleans. We use a point system based on participation in various events and meetings attended. Only the top 40% of active members will be eligible to attend the conference.

Goal: 15 members attend

Professional Development
Guest speakers, career building workshops, networking and Business School events are sponsored and encouraged by AMA. These events will allow students to further prepare for post-college activities and enhance their leadership skills.

Goal: 2 speakers per semester

Meeting Enticements
Each meeting we provide Chick-Fil-A, sodas, and snacks to our members. We understand that students are busy, so we market extra benefits of coming to our meetings. Members have the opportunity to earn extra points by attending meetings and signing up for events.

Goal: increase membership retention by 10%
**Overall Goal:** To present information about Salisbury AMA to members, students, faculty, and the community, allowing them an opportunity to participate in our events.

**Strategies**

**Social Networks**
Our chapter has created a Facebook group to inform and update all our current members of meetings and events. This contains officer contact information as well as meeting times and events. It is used to send weekly reminders and allow an interactive discussion between members and officers.

**Goal:** To update weekly with events and reminders

**Website**
We have an up-to-date website with a calendar of events for the semester, officer contact information and additional marketing resources. Students, faculty and members of the Salisbury community can access it via the Salisbury University website.

**Goal:** To update following each officer and general meeting

**Flyers**
Flyers are posted throughout the University to promote meetings, upcoming events, businesses and organizations in the Salisbury community.

**Goal:** Promote with flyers on a bi-weekly basis

**Email**
Group emails are sent to business students and AMA members to promote upcoming events and meetings. Our AMA email account is used to ensure continued communication between officers, members, and our advisor. We will be using our AMA email account to email members on a bi-weekly basis for meeting reminders.

**Goal:** Send weekly emails to the Business School and members about upcoming events

**Bulletin Board**
Our AMA bulletin board is located in the Perdue School of Business. It is a tool to attract new members and inform current members, faculty, and staff of our meetings, events, and achievements.

**Goal:** To update on a weekly basis
**Overall Goal:** To have a successful chapter with well informed officers and members. We want to have organized meetings that will allow us to accomplish an agenda created after our officers meeting. It is important for our officers to assume their responsibilities in order to have a successful chapter.

**Strategies**

**Officer Positions**
Our officers will maintain good communication with each other and our advisor. We will check the AMA email account on a regular basis and make sure emails are being sent to our members. We will obtain our duties that are posted in our constitution.

**Goal:** Officers attend 90% of meetings

**Officer Meetings**
For officers to come to the meeting prepared to discuss ideas for events so we can all decide what our club should partake in. It is important we clarify all information at the officers meeting so we can present it to our club at the general meeting that week.

**Goal:** Bi-weekly officer meetings to organize and keep officers up to date

**Member meetings**
Officers must remain loyal to our duties in order to present an organized presentation to our members at general meetings. Officers must be prepared to discuss their area of responsibilities at each general meeting to ensure members are aware of upcoming events.

**Goal:** Bi-weekly general meetings that accomplish agenda to keep members involved and informed

**Developing a Budget**
Our treasurer will be given a list of events from all other officers. She will then compile a budget based on the information given. She will be able to see the funds needed for events, as well as the revenues we are expecting from our sponsors and from our fundraising events.

**Goal:** Our club will fundraise and maintain sufficient funds throughout the year.

**Annual Report**
Officers need to stay prepared and organized to ensure their events take place. They also need to be creative and find opportunities for AMA to help the Salisbury campus and community.

**Goal:** Complete 80% of our chapter plan. For what we are unable to complete from the chapter plan we will make up for in additional events and opportunities that arise.
**August**
30-First Day of School

**September**
9-Officers Executive Meeting
8-Activities Fair
12-Forum
14-AMA Meeting
14-Officers Report Due
16-Junior Orientation
21-Officers Meeting
21-Career Service Workshop
(Figuring out Major/Minor)
23-AMA Meeting
23-Career Service Workshop
(Resume Reviews)
26-Forum
27-Career Service Workshop
(How to approach the Job Fair)
29-Job Fair
29-Career Service Workshop
(How to approach the Job Fair)

**October**
4-Career Service Workshop
(Developing Electronic Portfolio)
5-Officers Meeting
5-Chapter Plan Due
7-AMA Meeting-Speaker
7-AMA Chapter Dues/ National Dues
10-Forum
11-Career Service Workshop
(Art of the Interview)
12-Career Service Workshop
(Getting a Job Tips)
13-Ocktober Fest
16-Block Party (Homecoming)
16-MACY’s Coupons
19-Officers Meeting
19-Career Service Workshop
(Networking for a Job)
21-AMA Meeting
24-Forum
26-Career Service Workshop
(Interviewing for an Internship)
31-AMA Saves Lives Competition

**November**
2-Officers Meeting
2-Career Service Workshop
(Navigating the Federal Hiring Process)
4-AMA Meeting-Speaker
4-Create T-Shirts
6-I Love Salisbury Event
6-Pumkin Chunkin
7-Forum
8-Career Service Workshop
(Dealing with good, bad and ugly with resume and interviews)
16-Officers Meeting
18-AMA Meeting-Speaker
21-Forum
24-28 Thanksgiving Break
TBA Member Social Events
TBA Thanksgiving Food Drive
TBA Toys for Tots

**December**
7-Fundraising at Restaurant
9-Officers Meeting
11-Reading Day
17-Last Day of Exams
18-Commencement
TBA Toys for Tots

**January**
24-Classes Begin

**February**
1-Officers Meeting
3-AMA Meeting/Sell T-Shirts
15-Officers Meeting
17-Junior Orientation
17-AMA Meeting/Sell T-Shirts

**March**
1-Officers Meeting
3-AMA Meeting/Sell T-Shirts
8-Officer/Conference Meeting
10-Fundraising at Restaurant
15-Officer/Conference Meeting
21-25 Spring Break
18-AMA Saves Lives Competition
24-Chapter T-Shirt Competition
24-28-AMA International Collegiate Conference in New Orleans
TBA Career Service Workshops
TBA Speaker Events

**April**
5-Officers Meeting
7-AMA Meeting/Sell T-Shirts
12-Fundraising at Restaurant
19-Officers Meeting
21-AMA Meeting
TBA-Members Social Events
TBA Career Service Workshops
TBA Speaker Events

**May**
3-Officers Meeting
11-Reading Day
18-Last Day of Exams
19-Commencement
TBA Career Service Workshops

**Year Long Events**
-3rd Friday Events
-Kids of Honor Events
-Salisbury Chamber of Commerce Events
### Revenues:

**Fundraising**
- Macy’s Coupons: $200
- Etiquette Dinner: $300
- Restaurant Share: $300
- Daily Planners: $700
- Black Tuesday/Barrel of Fun: $200

**Sponsorships**
- Corporate: $1,500

**Other**
- Appropriations Board Conference Cover: $6,000
- Dues ($40/member, 30 members): $1,200

**Total Revenue**: $10,400.00

### Expenses:

**Events**
- AMA International Collegiate Conference: $11,000

**Promotions**
- Facebook: $0
- On Campus Flyers: $0
- School Website: $0

**Other**: $200

**Administrative**
- Speaker Gifts: $100

**Total Expenses**: $11,300.00

### Ending Balance

$6,969.38

*These are estimated Revenues and Expenses for fiscal year June 1, 2010 - May 31, 2011*