

## Our Mission

*The George Washington University Chapter of the American Marketing Association (GW AMA) is dedicated to fostering the professional development of its members by providing career-related networking events, connecting its members to AMA resources and opportunities, and promoting friendly relations between students, faculty, and alumni.*

## AMA Collegiate Member Benefits

### 1 Everyday Resources

As an AMA collegiate member, you gain access to valuable resources that can help you in the classroom and beyond such as:

- AMA Member Resource Center
- Collegiate Connection newsletter
- AMA Career Center
- *Marketing News* annual subscription

### 2 Education and Networking

Being an AMA member means joining a network of nearly 13,000 collegiate and 25,000 professional marketers.

- International Collegiate Conference. Over 1,000 of the best and brightest undergraduate marketing students gather for three days of learning, networking, and fun at this annual event for AMA collegiate members only. Chapters and individuals can earn recognition, hear presentations from a range of marketing experts, participate in leadership training and networking events, and gain valuable career information.
- AMA Conferences & Seminars. The AMA offers a yearlong series of over 30 specialty conferences, bootcamps, workshops, and hot-topic seminars. Collegiate members can attend at a discounted rate.
- AMA Member roster. Network with professionals in your local area or across the continent by searching the online AMA professional member roster.
- AMA Career Center. Job postings, resume assistance, helpful articles. You can find this and more in the Career Center.

### 3 Experience

- Leadership Opportunities. Participating in your local collegiate chapter is a great opportunity to manage finances, people, projects, and deadlines - the skills you'll need as a marketing professional. Have fun while enhancing your resume.
- Case Competition. Gain real-world marketing experience and the chance for recognition from industry leaders in this exciting annual contest.

### 4 Savings

- Save up to 45% on subscriptions to AMA magazines, journals, and books. You'll get in depth insights and learn the newest developments in a range of specialized areas.

## Become a Member Today!

Becoming a collegiate member of the American Marketing Association will open the door to a wide range of professional possibilities as well as the benefits listed above. For a full list of AMA benefits, go to [www.marketingpower.com](http://www.marketingpower.com).

Collegiate membership is for full-time students only, who are not employed full-time. Annual dues for national AMA membership are \$42 (not including chapter dues), which includes a subscription to *Marketing News* (20 issues per year).

## Membership Instructions

In order to become a member of the GW chapter of AMA, two registrations are required. First, you must become a collegiate member of the national AMA organization. Go to [www.marketingpower.com](http://www.marketingpower.com) and click "Join AMA" then complete the online registration form. After you register online, you will receive an email confirmation with your membership number.

\*\*Once a member of the National AMA, simply fill out the attached form and submit it, along with your registration fee, to the MBA Office in Duques Suite 550 or contact Gina Myers, VP of Finance, [rmyers@gwmail.gwu.edu](mailto:rmyers@gwmail.gwu.edu).

The GW Chapter of the American Marketing Association (GW AMA) welcomes all GW students who are interested in the field of marketing.

## Chapter Registration Form

\*By registering as a member of the GW chapter of the American Marketing Association (AMA) you will be entitled to attend all chapter events at no additional charge. You will receive a newsletter containing job offers, internship opportunities, and information about marketing-related networking events in the DC Area. Registration will also allow you to connect with students and professionals with the same career goals as you. Come join the network of GW Marketing students! Simply fill out this form and submit it, along with your registration fee, to Gina Myers, Chapter Vice President of Finance, [rmyers@gwmail.gwu.edu](mailto:rmyers@gwmail.gwu.edu).

Name: \_\_\_\_\_

Status:           \_\_\_ Undergraduate  
                      \_\_\_ Full-time MBA  
                      \_\_\_ Part-time MBA  
                      \_\_\_ Other

AMA  
Membership #: \_\_\_\_\_  
*(from AMA collegiate online registration confirmation)*

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Registration Fee:    \$15 – 1 Year Membership  
                           \$20 – 2 Year Membership

\_\_\_\_\_ Check Amount *(Make checks payable to GW AMA)*  
\_\_\_\_\_ Cash Amount

Signature: \_\_\_\_\_