

Application Form

for doctoral student membership



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

Fill out this form completely and sign the Statement of Ethics on the reverse side.
Please print all information. Return your form with the appropriate payment to the AMA (see address on reverse side).

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"/> Business Marketing | <input type="checkbox"/> Healthcare Marketing | <input type="checkbox"/> Marketing Management and Branding | <input type="checkbox"/> Marketing Services |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Marketing Strategy |
| <input type="checkbox"/> Consumer Marketing | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> | <input type="checkbox"/> Online/Interactive |

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) | \$60.00 |
| <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) | \$60.00 |
| <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 (Bimonthly) | \$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"/> Direct and Interactive 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"/> Technology and Innovation |

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)
 American Express Discover MasterCard VISA

Card # _____ Expiration 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 BirminghamNo Dues	HAWAII Hawaii.....\$5	NEBRASKA Greater Omaha.....\$10 Lincoln.....\$10	RHODE ISLAND S.E. New England (Providence).....\$10
ALASKA Alaska (Anchorage).....\$15	ILLINOIS Central Illinois (Bloomington/Champaign/Peoria).....\$2 Chicago.....\$25	NEVADA Las Vegas.....\$10 Reno/Tahoe.....\$5	SOUTH CAROLINA Charleston.....\$10
ARIZONA Tucson.....\$5 Phoenix.....\$8	INDIANA Indianapolis.....\$5 Michiana (South Bend/Elkhart).....\$5	NEW JERSEY New Jersey* (Newark).....\$5	TENNESSEE Knoxville.....\$40 Nashville.....\$15
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 MEXICO New Mexico (Albuquerque).....No Dues	TEXAS Austin.....\$5 Dallas/Ft. Worth.....\$5 Houston.....No Dues San Antonio.....No Dues
COLORADO Colorado (Denver).....\$5	KANSAS Kansas City.....No Dues Wichita.....\$12.50	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
CONNECTICUT Connecticut (Hartford).....\$5 Fairfield County.....\$5	KENTUCKY Louisville.....\$5	NORTH CAROLINA Charlotte.....\$5 Triangle (Raleigh).....\$10	WASHINGTON Puget Sound (Seattle).....\$5
DISTRICT OF COLUMBIA Washington DC.....\$10	LOUISIANA New Orleans.....\$3	OHIO Akron/Canton.....\$5 Cincinnati.....\$10 Cleveland.....\$10 Columbus.....\$5 Dayton.....\$5	WISCONSIN Madison.....\$8 Milwaukee.....\$5
FLORIDA Central Florida (Orlando).....\$5 South Florida (Ft. Lauderdale/Miami).....\$5 Tampa Bay.....\$5	MARYLAND Baltimore.....\$5	OKLAHOMA Oklahoma City.....No Dues Tulsa.....\$5	CANADA British Columbia (Vancouver).....No Dues Montreal.....No Dues Toronto.....\$5
GEORGIA Atlanta.....\$20	MASSACHUSETTS Boston.....\$10	OREGON Oregon (Portland).....\$10 Willamette Valley (Eugene).....\$25	
	MICHIGAN Detroit.....\$5 Michiana (St. Joseph).....\$5 West Michigan (Grand Rapids/Kalamazoo).....\$5	PENNSYLVANIA Philadelphia.....\$5 Pittsburgh.....\$15	
	MINNESOTA Minnesota (Minneapolis).....\$20		
	MISSOURI Kansas City.....No Dues St. Louis.....No Dues		

* 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. 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
Payment Processing • 37295 Eagle Way • Chicago, Illinois 60678-1295

Phone: 312.542.9000 or 800.AMA.1150 • Fax: 312.542.9001 • E-mail: info@ama.org • Web: MarketingPower.com