

AMA Membership Preferences

for Group members



Fill out this form completely and return it to info@ama.org or to the information on the next page.

Member Information »

IMPORTANT: Check here if you are a former or current member of the AMA

Member Role:

Mr. Ms. Dr. Last Name First Name Middle Initial
Title Organization
Division or Department
Business Address
City State/Province Country ZIP/Postal Code
Home Address
City State/Province Country ZIP/Postal Code
Home Phone Business Phone
Fax E-mail Address

Send all mail to my: Home Business

Do not publish my information in the Membership Directory.
(Unless otherwise specified, your business information—or your home information if you do not list business information—will be published in the directory.)

- I do not want to receive nonassociation mail.
 Do not send e-mail notifications from AMA or my local chapter.
 I would like information on the AMA Foundation and how to make a tax-deductible contribution.

My Organization Key Contact is:

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"/> Advertising | <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Non-Profit Marketing |
| <input type="checkbox"/> Brand/Product Management | <input type="checkbox"/> Interactive Marketing | <input type="checkbox"/> Packaging/POP |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Marketing Academia | <input type="checkbox"/> Product Development |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Marketing Strategy/Planning | <input type="checkbox"/> Sales/Sales Management |
| <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Merchandising/Retail | <input type="checkbox"/> Services Marketing |

Marketing Responsibility »

Please indicate your primary marketing responsibility (check one box):

- | | | |
|---|---|--|
| <input type="checkbox"/> Academic | <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Product Development |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Higher Education Marketing | <input type="checkbox"/> Professional Development |
| <input type="checkbox"/> Brand/Product Management | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Promotions |
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Public Relations |
| <input type="checkbox"/> Database/CRM | <input type="checkbox"/> Merchandising/Retail | <input type="checkbox"/> Sales/Sales Management |
| <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Non-Profit Marketing | <input type="checkbox"/> Services Marketing |
| <input type="checkbox"/> Event Management/Marketing | <input type="checkbox"/> Online/Interactive Marketing | <input type="checkbox"/> Strategy/Planning |
| <input type="checkbox"/> Fundraising/Development | <input type="checkbox"/> Packaging/POP | <input type="checkbox"/> Other: <input type="text"/> |

Special Interest Groups (SIGs) »

SIGs are formal groups organized around a common interest area, offering the opportunity for ongoing interaction among professionals regarding a certain topic. One SIG is included in your membership. You may join additional SIGs for \$20 each.

Please select the SIG(s) you wish to join:

MARKETING SIGs

- | | | |
|--|---|--|
| <input type="checkbox"/> Brand Strategy & Brand Management | <input type="checkbox"/> Higher Education | <input type="checkbox"/> Marketing Strategy & Planning |
| <input type="checkbox"/> Business-to-Business | <input type="checkbox"/> Internet Marketing eCommerce | <input type="checkbox"/> Nonprofit Marketing |
| <input type="checkbox"/> Healthcare Marketing | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Services Marketing |

ACADEMIC SIGs

- | | | |
|---|--|---|
| <input type="checkbox"/> Consumer Behavior | <input type="checkbox"/> Marketing and Society | <input type="checkbox"/> Selling and Sales Management |
| <input type="checkbox"/> Diversity and Marketing | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Services Marketing |
| <input type="checkbox"/> Doctoral Students | <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Sports and Special Events Marketing |
| <input type="checkbox"/> Global Marketing | <input type="checkbox"/> Marketing Strategy | <input type="checkbox"/> Teaching and Learning |
| <input type="checkbox"/> Interorganizational | <input type="checkbox"/> Relationship Marketing | <input type="checkbox"/> Innovation, Technology and Interactivity |
| <input type="checkbox"/> Marketing and Entrepreneurship | <input type="checkbox"/> Retailing and Retail Management | |

Electronic Newsletters »

Subscribe today to any of the eight free electronic newsletters published by AMA:

- | | | |
|---|---|---|
| <input type="checkbox"/> <i>B2B Marketing</i> —B2B strategies and best practices to drive sales and lead generation (<i>Monthly</i>) | <input type="checkbox"/> <i>Marketing News Exclusives</i> —Original insights on the latest in marketing developments (<i>Biweekly</i>) | <input type="checkbox"/> <i>MarketingPower Today</i> —A news feed of relevant, timely marketing/business news organized by customized topics to allow you to stay abreast of current trends (<i>Weekly</i>) |
| <input type="checkbox"/> <i>Career Update</i> —The latest career and hiring advice to help you keep your career on track (<i>Monthly</i>) | <input type="checkbox"/> <i>Marketing Researchers</i> —Fresh insights on consumer behavior and effective research strategies (<i>Monthly</i>) | <input type="checkbox"/> <i>Professional Development Digest</i> —A digest of educational offerings including webcasts and face-to-face events (<i>Monthly</i>) |
| <input type="checkbox"/> <i>Marketing Academics</i> —Teaching and research resources for today's marketing academics (<i>Biannually</i>) | <input type="checkbox"/> <i>Marketing Thought Leaders</i> —Management and leadership strategies for marketing executives (<i>Monthly</i>) | |

Publications »

In addition to *Marketing News*, one publication of your choice is included in your membership. You may subscribe to additional publications for the member discounted rate.

Please select the publication(s) you wish to receive:

- | | |
|--|---|
| <input type="checkbox"/> <i>Marketing Management</i> magazine (Quarterly) \$60.00 | <input type="checkbox"/> <i>Journal of Marketing</i> (Bimonthly) \$65.00 |
| <input type="checkbox"/> <i>Marketing Research</i> magazine (Quarterly) \$55.00 | <input type="checkbox"/> <i>Journal of Marketing Research</i> (Bimonthly) \$65.00 |
| <input type="checkbox"/> <i>Marketing Health Services</i> magazine (Quarterly) \$55.00 | <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 |

Statement of Ethics »

As an AMA member, I agree to abide by the AMA Statement of Ethics, embracing the highest ethical norms and values for marketers.

- Marketers must first do no harm.
- Marketers must foster trust in the marketing system.
- Marketers should embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system.

Any AMA member found to be in violation of the Statement of Ethics may have his or her Association membership suspended or revoked.

A complete copy of the AMA Statement of Ethics is available online at MarketingPower.com. In order to validate your application, please sign the Statement of Ethics.

I subscribe to the Statement of Ethics and will adhere to it:

<input type="text"/>	<input type="text"/>
Signature	Date

Return your completed form with payment to:

American Marketing Association • 311 S. Wacker Drive, Suite 5800 • Chicago, Illinois 60606-6629

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