Marketing MINTality – The Marketer’s Superpower

We are AMA-zing People! Living AMA-zing Lives! Headed to AMA-zing Careers!

Texas Southern University Chapter - AMA

3100 Cleburne St.  
Houston, TX 77004  
713-313-1305  
texassouthernama@gmail.com  
IG & Twitter: @TSU_AMA  
texassouthernama.wix.com/txsuama
Table of Contents

Mission Statement 3
SWOT Analysis & Overall Chapter Goals 4
Professional Development 5
Community Service 12
Fundraising 14
Membership 15
Internal & External Communications 16
Chapter Operations 17
Calendar of Events 19
Financial Statement 20
MISSION CONTROL: THE BEGINNING (EXECUTIVE SUMMARY)

The Super-Charged chapter of the American Marketing Association Justice League located on the campus of Texas Southern University is dedicated to promoting the awareness of marketing and its importance to the success of student/mere mortal. We work toward developing our superpowers of leadership and professionalism that drive academic excellence.

At Texas Southern University, we use ONE method to guarantee total success in our chapter of the American Marketing Association Justice League:

Teach- We teach the importance of networking with our professional chapters to gain knowledge and ultimately reach …

Success- Which is defined as our ability to attain goals we set each year, as well as, exceeding the initial goals. This can only be achieved if we come together as ONE…

Unity- Unification will ensure that we deliver outstanding performance each year, and it will encourage our members to continue toward the success of our organization.

“Our vision is to become a dominate force in the largest marketing organization in North America. Our ambition and determination will lead to the growth and success of our chapter.” ~ Texas Southern University

Presented on the following pages is a detailed plan of our Chapter’s activities for 2015 - 2016. We have tried increasingly harder to offer more professional development opportunities and be even more involved with our Community Service/Social Impact for our surrounding neighborhood.

We have devised a scale to measure our success for our planned events. We used the universal symbol of friendship/agreement, the fist bump.

Exceeds Expectation and had more than 40% member participation

Met Expectation, and had 40% member participation

Fell Below Expectation, and had less than 20% member participation
### MISSION CONTROL: GOALS

- To utilize our past successes by maintaining our strong relationship with the Jesse H. Jones School of Business, faculty, and student body
- To encourage members to become active by continuing our differentiated programming to enhance their professional development
- To raise enough funds to help subsidize the 38th annual AMA International Collegiate Conference for 10 of the most active members within the organization
- To facilitate strong leadership and communication within the organization
- To ensure continued success as officers graduate
- To raise enough funds to help subsidize the cost of the “International Experience” for 10 of the most dedicated students within the chapter
- To continue to be one of the most outstanding organizations on campus and be the first Small Chapter of the Year to be recognized at the Collegiate Conference
- We want to increase our membership size by 20% every semester to help facilitate the loss of graduating members

### SUPER STRENGTHS

- Recognized as one of the most prestigious professional student organizations, “Outstanding Organization of the Year” - 2014 Jesse H. Jones
- Rapidly growing membership base
- Sound relationship among other student organizations across the university campus
- Offer members many professional recruitment opportunities
- Strong leaders within the new Executive Board
- Experienced advisor
- Strong membership base
- Website with regular updates

### POWER DRAIN WEAKNESSES

- Few hands-on projects available to all members from businesses in the local market
- Finding projects that utilize our marketing skills as part of our Community Service program
- Limited Corporate sponsorship
- Commuter school leading to scheduling problems for general and Executive Board members
- Financial support due to being a commuter school and most members work 40 hours/week

### POWER BOOST OPPORTUNITIES

- Partnerships with student organizations
- Collaboration with other AMA Chapters
- Seeking sponsorships from a multitude of companies
- Reach out to AMA Houston for potential speakers, recruiters, and corporate event sponsors
- Increase professional development opportunities for members

### SPY ALERT THREATS

- External factors such as class commuting, full-time jobs, and internships may interfere with students’ availability for events and programs
- Replacing active members who are graduating in December 2015
- Being a small chapter, the loss of any member can cause our chapter operations to come to a halt
MISSION I - SUPERHERO TRAINING: PROFESSIONAL DEVELOPMENT

**Goals:** Our chapter plans to increase professional development by hosting professional networking workshops, professional speaker series, providing monumental hands-on projects, entering 4+ competitions at the 38th International Collegiate, host and attend a Regional Conference, and attend the and partner with the National Sales Network Student conference.

**Results:** We hosted 8 to date professional networking workshops, have had 16 professional speakers to date, had 1 student attend the National Sales Network Conference in Atlanta, GA, attended 1 Regional conference, and have entered 10 competitions at the Collegiate Conference. All of which exceeded any goal we could have set for ourselves for this year!

**Fall 2015**

**2015 International Experience: 6th Annual International Experience:**
*Asia ~ August 1st – August 14th*
We visited 3 cities in China (Beijing, Xi’an, and Chengdu), as well as, Singapore, Singapore. During our time there, we were afforded the opportunity to visit several Marketing/Business Executives to discuss the importance of our major on the impact of their company’s business strategy. We also were allowed to tour their business facilities. **Tesla, Nalco/EcoLabs, Xi’an High Tech Park/Incubator System, Alcon, & ChinaSense**

**AMA-zing Marketing Solutions: AMA Store ~August 2015 – April 2016**
“Everything is a dollar” AMA store: We have an established store that sells drinks, snacks, and healthy treats in the Jesse H. Jones School of Business. We have raised to date $5000. Our goal was $3000.

**Aramark Non-Profit Volunteer Program ~ August 2015 – April 2016**
This program provides non-profits with retail experience by operating their own small business at the Reliant Stadium. During this program, we were able to learn and implement sales and retailing strategies necessary to raise funds for our chapter.

**“You are Your Brand!” Professional Workshop ~ September 28th, 2015**
Dr. Rochelle Yancy discussed the importance of knowing your brand as you prepare to enter into the workforce. Your brand depends on the work you start to do now and while you are in college. Once you graduate, it will be too late to try to develop your brand.

**AMA-zing AMA Week ~ October 5th – October 8th**
*October 5th – AMA-zing MomuMINTal Membership Drive:* our goal was to increase the awareness of our organization and increase membership by 70% (we exceeded our goal).
October 6th – Networking Near and Far: our goal was to provide information on our International Study Abroad program, as well as, expose our members and TSU students to working business professionals and their input on how to improve networking skills.

October 7th – Classroom to the Boardroom: this workshop provided information that helped to understand the transition from being a college student to becoming a working business professional

October 8th – AMA Pinks Out TxSU: this social media campaign was to help increase awareness of our organization, as well as, our support of the Susan G. Komen Cancer Foundation. For every like, repost, or picture posted, we donated $1 to the foundation. We raised $200 exceeding our goal of only $100.

2015 7th Annual Speed Networking Workshop ~ October 6th, 2015
At our Speed Networking event, the members and student body were able to connect with working professionals to get tips on how to make a great first impression and how to prepare their “elevator pitch” for those networking opportunities. We had 7 out of 15 members participate, and 5 non-members thus exceeding our goal.

2015 AMA-zing Travel: U. of Wisconsin-White Regional Conference ~ October 16th
Our chapter President traveled to the University of Wisconsin-Whitewater to attend their regional conference held Friday, October 16th.

*While there, she attended several workshops and participated in their Digital Marketing Competition.

Jesse H. Jones FUNdaMENTal Change Campaign ~ October 14th – October 22nd, 2015
With the help of our members, the Business School went through a complete overhaul of its external looks, but also its internal marketing campaign to help increase sponsorships and donations from our alumni. With our help, the college was able to raise over $50,000 in scholarship dollars. Our goal was to merely help raise awareness and receive $10,000 in scholarship dollars.

Who’s Stalking Who: Should you be a social media Stalker? ~ October 26th, 2015
Our advisor, Dr. Delonia Cooley, did a workshop on the importance of using social media to our advantage. She explained the pitfalls to using the power of social media for bad, but also the magic it can possess if utilized correctly. We had 6 out of 15 members to attend.
Southwestern Business Administration Teaching Conference ~ October 29th, 2015

During this conference, we were able to interact with other Professors from other campuses to see how their teaching styles differ and to listen to the innovative ways they are preparing their students for the workforce. We were also able to provide feedback to the Professors on what we felt would be an added benefit to the classroom to assist with our learning experiences. We only had 6 out of 15 members participate.

National Sales Network Student Conference ~ November 1st – November 3rd, 2015

This conference afforded one of our members a fully paid trip to spend 2 days at a Sales conference where they were able to network and develop their marketing/sales skills. While at the conference, our member and their team placed 2nd in their on-site case competition. We met our goal of having at least 1 student to attend.

AMA Collegiate Website Competition ~ November 4th, 2015

Members created and published our website for the collegiate competition in hopes of winning, but we did not. It was not an easy task for a chapter of our size, but we pushed through and got it done.

TekSystems AMA Collegiate Outbound Sales Competition ~ November 2015

6 of 15 Members participated in the new Outbound Sales competition. We had 2 out of 6 make it to the second round of the competition, but they did not place in the finalists’ round.

Hershey’s AMA Collegiate Case Competition ~ December 9th, 2015

For the first time in many years, members were able to read and analyzed the Hershey’s case for the compilation of their case submission in hopes of being able to present at the International collegiate conference. We did not make the final round, but we did have a submission. For a chapter of our size, it was a major accomplishment. Our goal to at least have a submission.

Professional Speaker Series

The first Tuesday of every month, we had at least one guest speaker attend and present at our general body meetings. The speakers provided the members an opportunity to receive firsthand knowledge about the Marketing industry, as well as, positioning themselves for potential internships. There have been various topics covering how to improve your career and guidance entering Graduate school. Our goal was to have at least 50% of our membership attend every time. We exceeded our goal of having 8 members attend every speaker.

ChinaSense ~ October 6th, 2015

The importance of Study Abroad led us to provide an International seminar to increase the knowledge of Global business international travel. Our speaker, Jenny Pan, owner/operator of ChinaSense, is originally from China. She spoke on these
opportunities for international traveling, and how we can attend the TSU/AMA China trip that occurs annually every summer.

**Dunmore Inc. ~ October 7th, 2015**
The influential motivational speaker, Seneca Dunmore, greatly expressed her ideas on self-branding, the importance of a well-rounded education, and other topics relating to success for any student in the business world.

**Ethicon ~ October 7th, 2015**
Ms. Candice Moore spoke about the opportunities in the Sales industry and how as a Marketing student, we should embrace the fact that it can be one of the most rewarding and fulfilling jobs if we are willing to work for it. She detailed how a day in the life of a sales professional is not just going door to door to sale things, but that it can be as easy as a hello.

**State Farm Agent ~ October 7th, 2015**
Mr. Brandon Herndon spoke to us about the importance of having an end goal in mind, no matter what it may look like. He also discussed the freedom and challenges of being an entrepreneur, as well as, the real meaning of finding your “sweet spot”.

**ADP Payroll Processing ~ November 3rd, 2015**
Mrs. Noel Collier spoke to about the transition from being a student to being a working Professional. She is an alumni of the TSU-AMA chapter, and talked about her path from graduation to becoming a successful Sales Professional. She discussed the importance of developing our network with our Professors, as well as, the people you meet on your job.

**Apple Ambassador/Fulbright Scholar ~ November 10th, 2015**
Dr. Claudius Claiborne discussed the importance of technology and the future of business and education. He is an Apple Ambassador and recently went to Japan to help integrate their use of technology in the classroom. He explained how the world is evolving and that soon, education will not look the way it looks today.

### Spring 2016

**AMA-zing Marketing Solutions: AMA Store ~August 2015 – April 2016**
“Everything is a dollar” AMA store: We have an established store that sells drinks, snacks, and healthy treats in the Jesse H. Jones School of Business. We have raised to date $5000. We exceeded our goal of $3000.

**Aramark Non-Profit Volunteer Program ~ August 2015 – April 2016**
This program provides non-profits with retail experience by operating their own small business at the Reliant Stadium. During this program, we were able to learn and implement sales and retailing strategies necessary to raise funds for our chapter. We have to date raised over $12,000 and anticipate to raise the remaining $6000 in March to meet our goal of $18,000.
AMA Collegiate Conference – Chapter/Annual Report Competition ~ February 17th, 2016
We will submit our Chapter’s Plan and Annual Report that will detail our activities throughout this year. This report can be considered for recognition in up to 6 different categories of which we were recognized in 3 previously. Our goal is to win Small Chapter of the Year or at least place in the top 5 Small Chapters.

Swim with the Sharks/National Sales Network Professional Workshop ~ February 25th, 2016
Members will have the opportunity to network and hear how to prepare themselves for the Professional world. At this workshop, our chapter will be presented with a scholarship check for all our work on the campus and with NSN.

Professional Speaker Series
The first Tuesday of every month, we had at least one guest speaker attend and present at our general body meetings. The speakers provided the members an opportunity to receive firsthand knowledge about the Marketing industry, as well as, positioning themselves for potential internships. There have been various topics covering how to improve your career and guidance entering Graduate school.

Radio One ~ February 2nd, 2016
Ms. Isabella Rideaux-Vital spoke about the importance of networking and sales. She explained that your paycheck can only be as valuable as your network. You have to be willing to step out and talk to people in order to become a great salesperson. She also spoke about the diversity in the world of Radio and its lucrativeness.

Primerica ~ February 16th, 2016
Mr. and Mrs. Leggins spoke about the increasing importance of the world of sales. She discussed some of the top organizations to work for and how they all dealt with sales on some level. She also spoke about the possibilities of mentorships and internships.

Radio One/Yolanda Adams Morning Show ~ March 2016 (tentative)
Mr. Marcus Wiley will speak to the members about the use of promotions and how it helped him launch his career as a comedian and now the co-host of one of the country’s most popular morning Gospel radio shows.

Paid in Full Entertainment ~ April 2016 (tentative)
The DJ, Madd Hatta, will come present the different possibilities that working in the world of radio can potentially hold for members.

38th Annual International Collegiate Conference ~ March 17th – 19th, 2016
We have put together all of our efforts to make sure that we have a great year at the conference in New Orleans this year. We plan to return to the conference and take home more awards than we did last year (3). The theme this year being “Mint Your Future”, we feel this is appropriate for us, as we intend to return to learn as much as we can, along with the 10 members we intend
to take with us to the conference. We also intend to enter into 4 more competitions than we did last year.

**Collegiate Conference – T-Shirt Competition ~ March 17th, 2016**
At the 38th International collegiate conference our chapter will create a t-shirt to be entered in this competition, but this is also our chapter shirt that we wear to all our more casual events to represent our chapter.

**AMA Collegiate Conference – Exhibit Competition ~ March 17th, 2016**
This is our 5th year competing in this competition. We will set-up a fun and interactive exhibit to display our chapter activities and integrate the conference theme throughout our exhibit. Our goal is to place in at least 2 categories as we have done in the past year.

**Collegiate Conference – SABRE Business Simulation ~ March 17th, 2016**
During this competition, we will compete against other teams to manage and develop a business over several business cycles. This competition helps to expose the students to how to operate a business from all components of running a business.

**AMA Collegiate Conference – Student Poster Competition ~ March 18th, 2016**
This is our first year participating in this competition. We want to learn about the process and then improve upon it to return the following year with a win.

**AMA Collegiate Conference – Perfect Pitch Competition ~ March 18th, 2016**
This is our first year competing in this competition. We will give our elevator pitch. Our goal is to provide 2-3 key selling points why you are an ideal candidate and then supporting these qualifications with exemplars.

**Collegiate Conference – Leadership Session ~ March 19th, 2016**
We have been invited to present at a Leadership session at the 38th International Collegiate conference. This is the 3rd time we have been able to participate on this level. We will present on successful chapter planning.

**AMA Collegiate Conference – Sales Certificate Workshop ~ March 19th, 2016**
Members will be able to complete a sales workshop that will equip them with a certificate in Sales that will help to enhance their marketability and promote their networking skills.

**Business Etiquette ~ April 2016 (tentative)**
We anticipate having our Director of Business Student Activities come to talk with us about the importance of business etiquette. Not only which fork to use during dinner, but when is the appropriate time to ask for a job/interview or to follow-up with an email.

**Host a Regional Conference/AMA Day ~ April 2016 (tentative)**
Our Regional Conference will be in the spring of 2016. This will give students the inside view on what top name companies are looking for. Students will also attend University of Wisconsin-Whitewater’s Regional Conference.
~ July 9th – July 22nd, 2016 (tentative)

This trip is to provide the participants with hands-on experience with International Business. The participants will visit with executives of some of the top businesses in China, and this year Singapore and Dubai as well. Our chapter plans to help pay a grant of $1000 each for 4 members each and a grant ranging from $250 - $500 each for up to 6 students to participate in the International Experience: China. They will come back and share with us their international experience and the information that they were provided.
MISSION II – PROTECTING & SERVE: COMMUNITY SERVICE/SOCIAL MEDIA IMPACT

**Goals:** In the true essence of community service, the TSU AMA chapter’s primary purpose for community service is to serve the public by participating in at least 2 projects per semester that will hopefully enhance our surrounding area.

**Results:** To serve the TSU community and surrounding constituents by utilizing our superb marketing skills to help others. We plan to participate, market, or sponsor several projects while having chapter participation at least 40% for each event.

**Fall Semester - 2015**

**Susan G. Komen Race for the Cure ~ October 2015**
We participated in the walk to raise money and awareness for breast cancer. We also assisted with a cheering station to help keep the participants excited about the race.

**6thAMA-zing Save a life Blood Drive~ October 2015**
We will host our 6th Annual Blood Drive. The drive is to obtain blood products to provide to those that are in need. Our goal is to always collect 50 usable donations compared to the 34 we collected last year. This blood drive only collected 18 usable donations, so we did not meet our goal. Although we utilized several ways to get the word out, we still were not able to meet our goal.

**#AMAPINKSOUTTXSU ~ October 8, 2015**
We created a social media campaign, “AMA Pinks out TxSU”. This campaign was to raise awareness on the importance of the signs for Breast Cancer and screenings. For every person that we got to follow us, take a photo with us with our signs, or repost #AMApinksoutTxSU, we would donate $1 to the Susan G. Komen foundation. We were able to get over 200 responses, thus resulting in the $200 donation we made to the foundation. Our initial goal was to get at least 50 people to participate. We ended up with over 125 initial post/photos with over 75 reposts and/or follows/likes helping to increase the importance of Breast cancer screenings.

**JHJ Beautification Project ~ October14-22, 2015**
We helped to beautify our college, the Jesse H. Jones School of Business, in order to show school spirit during Homecoming week, and promote the overall safety campaign for campus security due to the multiple shootings that had occurred earlier in the semester. Our campaign included flyers and a video promoting “Beauty and Peace (with the peace sign)”. For our initiatives, we were awarded 1st place for our use of Marketing and spreading the word about our pride in our college.
Trick or Treat on the Tiger Walk ~ October 31, 2015
We set up a table on the school’s tiger walk with candy treats for the kids in the surrounding area on Halloween. This is an initiative to provide a safe haven for the kids to be able to get candy without the fear of being harmed since our campus is set in a more urban area of town.

Night without Shelter ~ December 2015
We made fleece blankets for the homeless to pass out during the holidays. We also braved the elements and spent the night outside without shelter to see what it was like for the homeless. The next morning, we all got up and provided them breakfast and blankets. Our initiative made the local news and newspaper for our diligence of keeping in the forefront the growing number of homeless people in our city.

3rd Annual Toy Drive ~ December 2015
We orchestrated the 1st ever Toy Drive to benefit the new Charter School that was founded on our campus by the President of the TSU. The Toy Drive was unsuccessful due to the lack of participation from our host school. We were unable to connect with them in a timely manner to get this initiative off the ground.

Spring Semester- 2016

Operation Flint Michigan ~ February 5th, 2016
We helped to collect cases of water to send to the residents of Flint, Michigan. Our goal is to collect 10,000 cases of water campus-wide. We have met that goal.

“Night of Networking” Sale-abrations!! ~ February 25th, 2016
We will co-host a networking event that is not only for the members and the student body, but for the entire TSU community. This event will allow the students to participate in a networking event with top Sales professionals. The night will be capped off with the awarding of scholarships by the sponsoring organization.

AMA-zing Girl Scout Cookies ~ February 2016
We are supporting the local Girl Scouts by using our marketing efforts to help raise awareness for their cookie sales.

7th Annual Blood Drive ~ March 1, 2016 (tentative)
We will host our 7th Annual Blood Drive. The drive is to obtain blood products to provide to those that are in need. Being that TSU is located near one of the largest medical centers in the country, it is only befitting that we help Gulf Coast Regional secure these blood products. Our goal is to collect 50 usable donations compared to the 12 we collected last semester.

Campus Sustainability Day ~ April 22, 2016 (tentative)
This is our second year participating. Go green initiative set by the City of Houston to help plant trees in lower income areas and schools. We want to plant at least ten trees in our garden at Texas Southern University. With this initiative, we will spread the word via our social media outlets to get the most coverage of this initiative.
Avon Breast Cancer Walk ~ April 23rd, 2016 (tentative)
We will support the Avon breast cancer walk by volunteering to assist with promoting the Avon breast cancer walk and by passing out flyers, as well as, assisting with the different stations at the walk.

Junior Achievement ~ April 2016 (tentative)
This is a nationwide initiative to teach children the importance of economics and finance. We participated in this program at a local at-risk middle school. Our goal is to take over an elementary for “A JA day with AMA!”.
MISSION III - SUPERPOWERED SURVEILLANCE: FUNDRAISING

Goal: This year’s fund raising events is to raise $23000 to support our excursion to the 38th Annual AMA International Collegiate Conference, as well as, our International Experience in China Summer of 2016, and to allow our members a hands on experience in becoming young entrepreneurs.

Results: With active members committed time and dedication, our organization has continuously succeeded in fundraising events. Our fundraising goal was $23,000. We have raised to date $23,000.

Local and National Dues
- Local and chapter dues together are $150. This year there was a total of 15 new members. Our chapter uses our local dues and fund raising revenues to fund travel expenses for domestic conferences and international events, to assist with community service operations, professional speakers, membership events, and networking opportunities. We have not met our goal of 15 new members. We only have 11.

AMA-zing Marketing Solutions
- “Everything is a dollar” AMA store: We have an established store that sells drinks, snacks, and healthy treats in the Jesse H. Jones School of Business. We expect to raise $5,000 by March 2016. Each member has established dates and times to work the store throughout the week to ensure we meet, and even exceed, projected sales. To date, we have met our goal of $5,000.
- Aramark: We will operate and sublease a concession stand during the 2015 Texans NFL season and the 2016 Houston Livestock and Rodeo. We anticipate raising $18,000 by March 2016. Each member also signs up to work these stands throughout the season to ensure our fund raising plans succeed. To date, we have raised $12,000, and anticipate receiving the remaining $6000 during Rodeo that starts March 2nd.
- Membership dues: We anticipate receiving $3000 in membership dues based on our projected membership (20) from last year by March 2016. We do have 20 paid members and met our goal.
- Regional Conference/AMA Day: We project to raise $500 in revenue from our 4th Annual Regional conference. (tentative April 2016)

University Assistance
- University Support: We anticipate receiving $1500 by March 2016 for the Jesse H. Jones School of Business.

Sponsorship
- Corporate Sponsorships: We plan to increase our corporate sponsorships throughout the year from companies invited to our campus, as well as, prospective companies we contact individually. We plan to obtain $4000 in corporate sponsorships. To date, we have obtained $2000.
MISSION IV - SUPERHERO RECRUITING:
MEMBERSHIP

**Goal:** To increase membership, our chapter is participating in the fastest growing form of advertising, social networking. Our target audience is greatly influenced by technology and multi-media communication via web. Therefore, we use Twitter, Facebook, and Instagram as strong communication tools to attract new members for our organization. Along with email and positive 'word of mouth', we also hold many events around campus that allow our organization to unveil its purpose and importance. We host many events to increase awareness about the importance of marketing in every aspect of business.

**Results:** By remaining a committed and influential organization on campus, we have increased awareness to the organization and to the rewards in which American Marketing Association is affiliated with. One goal declared in the beginning of the semester was to increase membership and participation within our organization. By choosing to have a membership drive the first Monday of Marketing Week, we gained exposure and new members that helped us with that goal. Our set goal in the beginning of the school year was to increase membership by 30% and we have successfully exceeded our target with exactly 60% new members (11).

Other membership recruiting opportunities we have/will take advantage of are as follows:

- Freshmen dormitory move-in
- Freshmen Rock the House Student organization showcase
- Student Organization Drive both at the Business school and University-wide
- Continued relationship building with the Houston Professional Chapter, as well as, other community groups to keep our image and name on the forefront of their minds
- Various chapter events to showcase our achievements as a chapter
- Partner with Student Government association to host campus-wide events to help bring exposure to our chapter
- Participate in the Homecoming meet and greet with alumni to build business networks
- The AMA/JHJ Dollar store draws a lot of attention and we are able to discuss who we are and what we do with students daily
- The International Experience allows students to participate in activities that we plan, thus providing them with a glimpse of the benefits of being a member of AMA

We plan to continue striving toward excellence, which means our members, must exhibit the qualities necessary for our organization to succeed. We stress that having a marketing related major is not a criteria to be accepted into membership because after all, marketing is used in every field of study. We plan to remain active and forceful on our schools campus, and continually increase awareness of the many rewards being affiliated with the American Marketing Association can bring forth.
**MISSION V - SUERPOWERS ACTIVATE: COMMUNICATIONS**

### INTERNAL COMMUNICATION

<table>
<thead>
<tr>
<th>“Marketing MINTality” Theme</th>
<th>Objective: To create a constant slogan for our members - Based off the theme for this year’s conference.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Facebook, Twitter, GroupMe, and Instagram Profiles</th>
<th><strong>Objective:</strong> To utilize our most effective communication tool by continuing to use these extremely popular social sites. We will post upcoming events, reminders and pictures. The majority of the TSU student population has a profile on either/both Facebook, Twitter, or Instagram are able to view the TSU AMA information. We also utilize our group messaging (GroupMe) to communicate important updates and information.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TSU AMA email</th>
<th><strong>Objective:</strong> To keep the Executive members and generals members informed of all information and activities for the chapter.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>General Body meetings</th>
<th><strong>Objective:</strong> To allow the Executive board the opportunity to keep the general body abreast of all information that pertains to the chapter, and allows the members to assist with opportunities for the chapter.</th>
</tr>
</thead>
</table>

### EXTERNAL COMMUNICATION

<table>
<thead>
<tr>
<th>Website</th>
<th><strong>Objective:</strong> To create and maintain our proposed website to make this a useful communication tool for our chapter.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Electronic Flyers/Newsletters</th>
<th><strong>Objective:</strong> We will create electronic flyers to keep members updated and reminded of upcoming events. This is a simple, cost efficient method to keep TSU students updated, while meeting our goal.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Digital Marketing</th>
<th><strong>Objective:</strong> To utilize the University wide electronic bulletin board to highlight the successes and upcoming chapter events.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Alumni</th>
<th><strong>Objective:</strong> To capitalize on the networking opportunities of our strong Alumni base to enhance our connections to the corporate world.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Bulletin Boards</th>
<th><strong>Objective:</strong> To attract the attention of non-members and advertise the events sponsored by the chapter to the JHJ School of Business.</th>
</tr>
</thead>
</table>
MISSION VI - MISSION CONTROL: OPERATIONS

Goal: To effectively and efficiently provide our members with a similar corporate business experience and prepare them for the boardroom

Results: To accomplish the goals and handle the business of the organization, while providing the members with professional development experiences

General AMA Meetings
Goal: Offering 30 meetings yearly
Results: We have offered 28 general body meetings to date and are on track to meet our goal of 30 meetings. In our meetings, opportunities for professional development, hands-on projects to enhance membership experiences. Meeting day has been set for every Tuesday of each month at 12:15pm.

Chapter Plan/Annual Report
Goal: To be recognized as the Small Chapter of the Year at the 38th Annual International conference
Results: We feel that our Chapter Plan/Annual Report has shown our growth and continued development that should qualify us for the Small Chapter of the Year.

Executive Board Meetings
Goal: Offering Leadership Meetings at least twice a month to develop the leadership strategy to lead the organization
Results: To turn our weaknesses into strengths, our Executive Board meetings were held on every Thursday of every month, also communication through conference calls. This idea serves a twofold purpose of minimizing any unnecessary trips to campus by Executive Board members. We have met this goal by having our 2 meetings per month to date.

Executive Board Retreats
Goal: Offer Team building for the leadership of the organization to ensure collaboration with the board
Results: The E-board has participated in two team building retreats offered at the beginning of each semester to help plan for success for the semester to come. We have met this goal, as we have had our 2 retreats, and plan to have 1 more to transition new and old officers.

AMA-zing Marketing Solutions
Goal: To provide hands-on projects for the members and facilitate the raising of funds for the operation of our chapter
Results: Through the facilitation of our small marketing student-led business, we have been able to meet our fundraising goals, as well as, provide an environment of professional development and a sense of ownership for the members. This is also a venue to increase the members marketing experience prior to entering corporate America and hopefully make them more marketable to potential future employers. We have exceeded our goal of providing opportunities for our members, as well as, meeting our fundraising goal.
Professional Development

**Goal:** To provide a minimum of 20 different opportunities for our members and the TSU/JHJ student body to surpass the classroom experience by combining it with events that will help them apply the knowledge they gain in real-world settings

**Results:** We were able to offer over 35 different opportunities in different formats to our members and TSU/JHJ student body that provided information to assist them to transition into the working world as prepared individuals for the workforce.
SUPERPOWER SCHEDULING:
FORM OF A CALENDAR OF EVENTS

FALL 2015

International Experience China Trip - August 2-13, 2015  
AMA Store – August – December 2015  
Executive Board Retreat – August 23, 2015  
Freshman Orientation – August 18, 2015  
Freshman Rock the House - September 4, 2015  
Membership Drive – September 16, 2015  
"You Are Your Brand" Professional Development - September 28th  
Speaker Series – October – December 2015  
Jennifer Pam with China Sense - October 25  
Seneca Dunmore Professional Development Motivational Speaker October 7, 2015  
ETHICON Professional Development Speaker - October 7, 2015  
State Farm Agent – October 7, 2015  
Amazing Travel October 16th - 17th  
Social Media Stalker - Professional Development Work Shops Oct 26  
Southwestern Business Administration Conference October 29th - 30th  
ADP Payroll Processing - Nov 3  
Apple Ambassador Full Bright Scholar- November 10  
Susan G. Komen Race for the Cure- October 31, 2015  
AMA Blood Drive – October 7, 2015  
AMA Homecoming Scavenger Hunt – October 20, 2015  
Speed Networking Event – October 6, 2015  
Grateful Little Turkeys Drive – November 2015  
AMA Christmas Party- December 13, 2015  
Volunteer and donate to the Angel tree toy drive – November- December 2015  
General Body meetings – every Tuesday: 2015 – 2016  
Executive Board Meetings – every Thursday: 2015 – 2016

Spring 2016

AMA Store – January – April 2016  
Executive Board Retreat – January 17, 2016  
Regional Conference- February 2016  
Organ Donor Awareness – February 2016  
Membership Drive – February 2016  
Professional Development Speaker Series – February – April 2016  
AMA Blood drive – March 2016  
38th Annual AMA International Collegiate Conference – March 17-19, 2016  
Avon Breast Cancer Walk – April 2016  
4th Annual AMA-zing Members Crawfish Boil – April 2016  
International Festival Jesse H. Jones School of Business – April 2016  
Junior Achievement – May 2016  
AMA End of Year Banquet – May 2016
The following is our estimated budget for the 2015 – 2016 academic years. Though these are estimates, we intend to reach these estimated goals. These numbers are based on maintaining our current membership of 15 paid members and 15 new members.

### Opening Balance

$2,500.00

### Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Funding</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$4,000.00</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td></td>
</tr>
<tr>
<td>AMA Store</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Aramark Events</td>
<td>$18,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$23,000.00</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Regional Conference</td>
<td>$300.00</td>
</tr>
<tr>
<td>Conference Dues</td>
<td>$3,000.00</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$34,800.00</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$37,300.00</td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Membership dues</td>
<td>$1,470.00</td>
</tr>
<tr>
<td>Chapter Shirts</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>AMA Store supplies</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>University Student Organization fee</td>
<td>$40.00</td>
</tr>
<tr>
<td>Regional Conference</td>
<td>$750.00</td>
</tr>
<tr>
<td>Miscellaneous (supplies, awards, food, etc.)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Collegiate Conference for the 15 most active members</td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td>$500.00</td>
</tr>
<tr>
<td>Hotel (4 rooms @ 4 nights)</td>
<td>$4,000.00</td>
</tr>
<tr>
<td>Miscellaneous (per diem &amp; competition fees)</td>
<td>$750.00</td>
</tr>
<tr>
<td>Charter bus/Van parking</td>
<td>$195.00</td>
</tr>
<tr>
<td>Conference registration</td>
<td>$3,000.00</td>
</tr>
<tr>
<td><strong>Total Conference Fees</strong></td>
<td>$8445.00</td>
</tr>
<tr>
<td>End of the Year Banquet</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>International Experience</td>
<td>$6,000.00</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$22,705.00</td>
</tr>
</tbody>
</table>

| End of Year Total                                | $12,095.00 |
Do you have the MARKETING MINTality to be Super?