

# Blue Hen Marketing Club

## Constitution

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### Preamble

We, the students at the University of Delaware, do hereby form the organization known as the Blue Hen Marketing Club, a collegiate chapter of the American Marketing Association (AMA), for the purpose of creating a community of students with a common interest in marketing. Blue Hen Marketing Club aims to provide an atmosphere conducive to increasing University of Delaware students' understanding of, and interest in marketing. In addition, we provide a forum for students to share their knowledge and creativity and learn about the many opportunities related to the field of marketing.

### Articles

- I. **Name of the group** - The organization shall be known as the "Blue Hen Marketing Club (a collegiate chapter of the American Marketing Association)".
- II. **Purpose of the organization** - The purpose of the Blue Hen Marketing Club is to bring its members together in social, academic and professional settings with the goals of providing information, networking opportunities and outreach within the field of marketing. The Blue Hen Marketing Club will provide professional development opportunities for its members. This will be accomplished with speakers, events, panels and projects that will attract an array of experts to the University of Delaware. We aim to promote friendly relations between students, faculty and business professionals. Ultimately, we will assist in building the individual foundations for those who are striving to pursue a career in business. Additionally, we recognize the need to make a positive contribution to society and embrace community service as another opportunity to apply our marketing interests.
- III. **Affiliation with any other group** - The Blue Hen Marketing Club is an affiliate of the national American Marketing Association.
- IV. **Membership** - Membership shall be open to students of any major who are interested in marketing. Members must be full time, matriculated undergraduate students at the University of Delaware who agree with the purpose of this group. No member shall be discriminated against on the grounds of age, color, gender, ethnicity, marital status, national origin, race, religion, sexual orientation, or veteran status. A member desiring to resign from the Blue Hen Marketing Club shall submit such resignation in writing to the President. Any member having resigned from the club may rejoin at any point in time. There are no restrictions regarding the size of the Blue Hen Marketing Club.
- V. **Non-Discrimination Clause** - The organization agrees to adhere to all policies and procedures of the University and all local, state, and federal laws. Members will become acquainted with policies and procedures in the Official student handbook and other policies and procedures provided by the University. This organization is a viable, functioning organization, composed of at least six full time undergraduate

students and we do not discriminate on the basis of race, creed, color, gender, age, religion, national origin, veteran, handicap status, or sexual orientation.

- VI. **Duties and Privileges of Membership** – Members must pay dues as set in article XIV. Members shall have the right to attend general meetings, and shall have voting privileges relating to the governance of Blue Hen Marketing Club and the election of members to the Executive Committee. Members will also enjoy preferential access to speakers, events, and other club activities.
- VII. **Other Types of Non-voting or Representing Membership** – In addition to regular membership, three additional types of membership will be offered.

**Section 1. Corporate advisory board.** The Blue Hen Marketing Club may recruit up to 12 members of a corporate advisory board. Membership on this board is restricted to professionals from the business community. Members of the advisory board will provide guidance and lend their expertise to the projects and other activities of the Blue Hen Marketing Club. Advisory board members will be selected by the Executive Committee and may serve up to 3, 2-year renewable terms. Members are invited to nominate individuals for the advisory board. Nominations should be submitted to the President or the Faculty Advisor.

**Section 2. Limited members.** Part-time undergraduates and graduate students may join the Blue Hen Marketing Club as limited members. Limited members must pay local dues as set in article XIV and may also elect to pay national American Marketing Association dues. Limited members shall have the right to attend general meetings and they will also enjoy preferential access to speakers, events, and other club activities. However, limited members will not be afforded voting rights and they may not seek election to the Executive Committee.

**Section 3. Introductory members.** Fulltime undergraduates who have never belonged to the Blue Hen Marketing Club and have yet to earn sufficient academic credits to be classified as seniors may join the group during Spring semester as introductory members. Introductory members must pay local dues as set in article XIV and may also elect to pay national dues. Introductory members shall have the same rights and privileges afforded to regular members in article VI. The Executive Committee shall be permitted to limit the number of introductory members to ensure a healthy balance of regular versus introductory members.

- VIII. **Absence Policies** – There are no absence penalties. However, attendance is recommended for gaining benefit from the organization.
- IX. **Policies and Procedures for Disciplining/Removing Members and Officers** – Members, including officers, will be disciplined or removed for the following reasons: if his/her actions go against the purpose of the group; if he/she is disruptive and disrespectful in meetings/events or towards other members; if he/she fails to meet membership requirements, such as paying dues; if he/she purposely violates University policies and procedures; if he/she violates the American Marketing Association's code of ethics for marketing practice; or if he/she engages in conduct unbecoming of an aspiring marketing professional. In addition, officers may be removed for failure to competently fulfill the obligations of their position as described in article XI.

**Section 1. Filing a complaint.** All complaints regarding the conduct of members and officers shall be directed to the Faculty Advisor. The Faculty Advisor will then convene a hearing to adjudicate the complaint, typically within 2 weeks of filing.

**Section 2. Adjudication of complaints.** If the complaint does not involve an officer, then 3-6 members of the Executive Committee will determine the merits of the complaint and decide on an appropriate sanction. Alternatively, the Executive Committee may choose to appoint a panel consisting of 3-5 randomly selected members to adjudicate the complaint. If the complaint involves an officer's conduct or their failure to competently fulfill the obligations of their position, then the other members of the Executive Committee will determine whether the officer should be sanctioned or removed. If an officer is removed, the Executive Committee shall appoint a replacement.

**Section 3. Appeals.** Members and officers may appeal decisions regarding their sanction or removal. The basis for the appeal must be submitted in writing to the Faculty Advisor within 1 week of notification regarding the adjudication panel's decision. The Faculty Advisor's determination will be final.

X. **Qualifications for Officers** - All Officers (or Executive Board Members) must be fulltime matriculated undergraduate students at the University of Delaware. Any potential officer must be able to complete a full academic year (i.e. no second semester seniors).

XI. **Executive Committee** - The Executive Committee will be composed of six elected members - a President, Vice President, Treasurer, Secretary, Public Relations Chair, Event Coordinator - and the Faculty Advisor (who shall vote to break ties only). The officers shall perform the duties described below.

**Section 1: President** - This organization shall have a President with the duties of calling and running meetings and handling day-to-day affairs. The President shall be responsible for the registration of the Registered Student Organization and all required paperwork for the continuation of the organization, including the End-of-the-Year, Mid-Year, and Start-of-the-Year packets, and Summer Contact Information. The President will receive all information from the Activities and Programs Office from an undisclosed email database. The president will help to appoint all standing and special committees. The President will be the official contact to the American Marketing Association headquarters.

**Section 2: Vice-President** - The Vice President is responsible for checking the organization's mailbox and for disseminating information about activities offered by other Registered Student Organizations and business promotions. The Vice President shall also have primary responsibility for promoting membership in the Blue Hen Marketing Club. The Vice-President shall assume the role of President if the President resigns, or is absent, unable to fulfill the duties described in XI.1, or removed from office.

**Section 3: Treasurer** - The Treasurer shall be responsible for all group expenditures and revenues. The Treasurer shall write all checks and have all checks signed by the Activities and Programs staff for the purpose of the organization. The treasurer will also maintain all group ledgers. The treasurer is also responsible for requesting funds from the allocation board.

**Section 4: Secretary** - The Secretary shall record the events of all meetings of the organization and shall maintain minutes of those meetings. The secretary shall take attendance of those present at group meetings as necessary and shall also serve as the organization's historian with the goal of being able to pass on accurate records of what the group has done over the past year and who was involved. The Secretary should also maintain the membership list and email database.

**Section 5: Public Relations Chair** - The Public Relations Chair shall be responsible for promotion of the group and their events. This includes all marketing communication materials such as posters, flyers, newsletters, brochures, and press releases. The PR Chair shall work with the Website Administrator to ensure that the organization's identity is consistently represented to internal and external audiences. The PR Chair may appoint PR Coordinators for each activity/event conducted by the Blue Hen Marketing Club. However, the PR Chair shall have the ultimate responsibility for all marketing communications.

**Section 6: Events Chair** - The Events Chair shall be responsible for contacting guest speakers, reserving event space, and collaborating with the Public Relations Chair to advertise events. The Events Chair may appoint Event Coordinators for each activity/event conducted by the Blue Hen Marketing Club. However, the Events Chair shall have the ultimate responsibility for ensuring that proper arrangements have been made for activities/events and that expenditures do not exceed allocated budgets.

**Section 7: Appointed Positions and Committees** – The Executive Committee shall appoint individuals for various organizational roles and committees. One such position shall be a **Website Administrator** (or website co-administrator). The Website Administrator shall be responsible for the monthly upkeep of the Registered Student Organization website and have it approved by the Executive Committee. Other responsibilities will include updating the web page information and entering information on to the University Events web page. Other positions and committees, including but not limited to a Member Benefits Committee, a Newsletter Committee, and an Election Committee, shall be appointed on an as needed basis.

- XII. **Election of Officers** –Election of Officers will be supervised by an appointed Elections Committee Chair. Interested candidates shall submit a statement to the Elections Committee Chair detailing their intention to run for office and their qualifications for the position they seek. Voting will be done through an online anonymous web form (such as Qualtrics). All regular members of the Blue Hen Marketing Club will be given the opportunity to vote for their chosen candidates. (Members will receive an email with a link to vote for the candidate of their choice for each of the positions). Each position will be filled by the candidate who receives the highest number of votes. In the case of a tie, the current executive board will vote to make the tie breaking decision. Excepting the initial election of officers during Fall Semester 2007, all elections will be held between April 15 and May 15 (or a week before the Spring semester Reading Day, whichever comes first). To ensure continuity, each newly elected officer shall serve concurrently with officers from the prior election until June 1, when the newly elected officers shall begin their 12-month terms. Once elected, the newly elected officers shall assume primary responsibility for all duties specific to their position, with help from the prior officers (who will maintain a vote in Executive Board decisions along with the new officers). No member shall be permitted to run for or hold more than one elected office at a time. Should the office of the President become vacant, it shall be filled by the Vice

President. A vacancy in any other office shall be filled by a majority vote of the Executive Board.

- XIII. **Meetings** - The Executive Committee and the Faculty Advisor shall determine the number of regular meetings to be held during the year and make available a schedule of these meetings to each active member. Special meetings can be called by the President, the Executive Committee, or the Faculty Advisor.
- XIV. **Dues** - In order to become a regular member, the student must pay local dues of \$20 per year. They must also pay the dues required by the national American Marketing Association. The Executive Committee and the Faculty Advisor reserve the right to give discounts on local and/or national membership dues as a means of encouraging membership. Dues can be collected in the form of either cash or check. The Executive Committee may also devise an alternative payment method. An initial deadline for payment of dues for a given academic year will be set by the Executive Committee at, or prior to the first regular meeting. Failure to pay dues in a timely manner will result in the loss of membership and all associated privileges.
- XV. **By-Laws** - The constitution, together with the bylaws, shall constitute the operating basis of the chapter. The constitution may be amended by a majority vote of the members, with proper notification having first been given to the entire membership. Bylaws may also be added or amended by a majority vote of the members with proper notification having first been given to the entire membership.

**Section 1. Responsibilities to American Marketing Association.** The organization will be responsible for renewing its charter with the American Marketing Association each year. Upon notification by the American Marketing Association, the chapter will submit the following to renew its affiliation:

- a. 10 American Marketing Association student member minimum
- b. Collegiate Chapter Officer Report Form
- c. Chapter Plan
- d. Annual Report
- e. Update of the chapter constitution
- f. Other items required by the Association

These items are considered to be American Marketing Association policy and must be included in the constitution and followed by the collegiate chapter.

**Section 2. Annual Review of Constitution.** A copy of the constitution shall be provided to each member of the Executive Committee. The constitution will be reviewed annually to ensure that it is in keeping with the needs and activities of the collegiate chapter.

- XVI. **Procedures for Decision-Making** - Excepting matters of governance, which fall within the domain of the membership as a whole, decision making authority shall be vested within the Executive Committee and the Executive Committee shall be solely responsible for devising procedures for decision making.
- XVII. **Selection of a Faculty Advisor** - The Chair of the Department of Business Administration shall recommend a Faculty Advisor who will be confirmed by a majority vote in the Executive Board. The Faculty Advisor shall be the personal representative of the administration. The Faculty Advisor must be a professional/academic member of the American Marketing Association. The advisor will serve for at least one full school year, shall attend the meetings of the

organization, and shall aid and advise the group on matters under consideration. The Faculty Advisor shall be afforded ex officio membership on the Executive Committee.

- XVIII. **Disbursal of organizational assets should the group become defunct** - The University of Delaware shall inherit the assets of any Registered Student Organization should the group become defunct.
- XIX. **Define a Quorum** - In order for business to be conducted and decisions to be made, 30 percent of the regular members of the Blue Hen Marketing Club must be present at the pertinent meeting or participate in the decision-making process by casting a vote. Paper ballots and votes cast by electronic means (e.g., a web-based survey) shall count toward the 30 percent threshold for establishing a quorum.
- XX. **Ratification** - Ratification of this Constitution shall occur by majority vote of members who are present at a meeting called specifically for this purpose and members who cast a vote via paper ballot or electronic means.
- XXI. **Amendments** - Amendments to this constitution may be proposed to the President or the Faculty Advisor by any member of the organization. A proposed amendment must be approved by the Executive Committee. When this occurs, the amendment will be submitted to the membership for consideration. Any member of the Blue Hen Marketing Club may then voice his/her opinion, either in support of or in opposition to the proposed amendment. If an amendment is approved by a majority vote, it shall be added to the Constitution and announced to all active members.

_____ Name of President	_____ Signature of President	_____ Date
_____ Name of Vice-President	_____ Signature of Vice-President	_____ Date
_____ Name of Activities and Programs Staff Member	_____ Signature of Activities and Programs Staff Member	_____ Date

### **Document History**

Date of Initial Approval:

Date of Last Review:

Reviewed by: