

Western Illinois University Marketing Club

www.wiu.edu/marketingclub

PREAMBLE

Whereas we believe that a group of college students interested in the field of marketing should organize for mutual benefit, we hereby establish a collegiate organization which shall be known as the Western Illinois University (WIU) Marketing Club.

ARTICLE I. PURPOSE

SECTION 1. The purpose of the Western Illinois University (WIU) Marketing Club shall be:

- a. To foster scientific study and research in the field of marketing;
- b. To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles;
- c. To provide students with the opportunity to hear speakers well established in the marketing field;
- d. To develop better public understanding and appreciation of marketing problems;
- e. To improve marketing personnel;
- f. To encourage and uphold sound, honest practices, and to keep marketing operations on a high ethical plane;
- g. To promote friendly relations between students, faculty, and business people.

ARTICLE II. MEMBERSHIP

SECTION 1. Membership shall be open to students of any major who are interested in marketing and any other individuals who are approved by the board of directors.

ARTICLE III. BOARD OF DIRECTORS

SECTION 1. The board of directors shall be the faculty advisor, president, vice president, treasurer, programming chair, advertising and promotions chair, secretary, fundraising chair, and representative to the CBT SOC, as well as any other officers deemed necessary by the collegiate chapter.

SECTION 2. The board of directors and the chapter officers shall be elected in the close of the fall and spring semesters of each year to serve the upcoming twelve month period. Only half of the executive board positions will be elected at one time, the remainder will rotate in the following semester. The faculty advisor(s) shall be chosen as provided in Article V.

SECTION 3. All elected officers shall be chosen by secret ballot, and nominations shall be made from the floor. The candidates receiving a plurality of all votes cast shall be elected.

SECTION 4. Any board member or other elected officer who fails to fulfill the terms of office or to serve in an agreed-upon official capacity may be removed. Such action shall be effective only upon a majority vote of the board of directors taken at an official meeting called for such purpose.

ARTICLE IV. DUTIES OF THE BOARD OF DIRECTORS

SECTION 1. The president's duties shall be to preside at all meetings, to appoint all special committees, and to be the chairperson of the board of directors.

SECTION 2. The vice president shall perform the duties of the president in the president's absence. In the event of vacancy of the presidency, the executive vice president shall succeed to the presidency.

SECTION 3. The secretary shall keep all records, except financial, handle written correspondence, perform such other related duties as the president delegates, and prepare a written report of each meeting which will be read at the next meeting.

SECTION 4. The treasurer shall collect all collegiate chapter funds and deposit them in an account on behalf of the WIU Marketing Club. He/she shall work closely with the vice president of membership in collecting the club dues. He/she will be responsible for making all necessary expenditures when authorized by the president and faculty advisor, keeping financial

records, and submitting a written financial report to the collegiate chapter at the last regular meeting of each semester. He/she will also supply a student membership application to all potential student members. He/she shall check each application for accuracy, making sure all information requested is given and keep accurate membership records.

SECTION 5. The programming chair has responsibility for developing, recommending, and implementing programs for the collegiate chapter. Additional chairpersons may be appointed by the president to handle special programs such as projects and seminars.

SECTION 6. The advertising and promotion chair is primarily responsible for promoting the events and affairs of the collegiate chapter to the WIU College of Business and Technology, students, faculty, and the surrounding community.

SECTION 7. The fundraising chair is primarily responsible for designing and implementing fundraisers for the WIU Marketing Club. He/she will present fundraising ideas to the club and provide the funds generated by the fundraisers to the treasurer.

SECTION 8. The Representative to the CBT SOC (student organization council) will attend all general meetings of the CBT SOC and report the activities there and in other CBT organizations back to the club. This representative will also assist in facilitating joint activities with other CBT organizations.

ARTICLE V. FACULTY ADVISOR

SECTION 1. The administration of the college/university shall appoint a faculty advisor who will be the personal representative of the administration. The faculty advisor must be a professional member of the Association. In schools where the chapter may select its own advisor, this should be done in conjunction with and approved by the administration of the college/university.

SECTION 2. The advisor will serve for at least one full school year, shall attend the meetings of the collegiate chapter, and shall aid and advise the group on matters under consideration.

SECTION 3. The faculty advisor shall be responsible for the continuity of records and other property of the collegiate chapter.

SECTION 4. Additional faculty members may be asked to join the appointed faculty advisor whenever the tasks involved make it feasible to have additional faculty representation. (However, only one member of the faculty may vote as a board member as indicated in Section 1, that person being the designated faculty advisor.)

ARTICLE VI. COMMITTEES

SECTION 1. There shall be the following standing committees: the board of directors, the program committee, and the promotion committee.

SECTION 2. The board of directors, which consists of all the elected officers and the advisor of the collegiate chapter at Western Illinois University, shall decide on the policies of the group, as well as aid and advise the president of his/her duties.

SECTION 3. The membership committee, under the supervision of the vice president of membership, shall enlist all eligible persons desiring to join the WIU Marketing Club, and perform such other related duties as the president shall delegate.

SECTION 4. The program committee, under the supervision of the vice president of programs shall arrange programs for the WIU Marketing Club and perform such other related duties as the president shall delegate.

SECTION 5. The president shall appoint any other committees as deemed necessary.

ARTICLE VII. RECORDS

SECTION 1. The records of the Western Illinois University (WIU) Marketing Club shall consist of a minutes book, membership records, and financial records, as well as any other such records as the chapter deems necessary.

Article VIII. Not-for-Profit Statement

SECTION 1. This is a not-for-profit organization.

Article IX. Statement of Non-Discrimination

SECTION 1. This organization shall not discriminate on the basis of age, color, ethnicity, gender, national origin, disability or handicap, race, religion, sexual orientation, Vietnam Era veteran status. This policy will include, but is not limited to recruiting, membership, organization activities or opportunities to hold office.

Article X: Statement of Non-Hazing

SECTION 1. This organization will not conspire to engage in hazing, participate in hazing, or commit any act that causes or is likely to cause bodily danger, physical harm, or personal degradation or disgrace resulting in physical or mental harm to any fellow student or person attending the institution.

Article XI: Statement of Compliance with Campus Regulations

SECTION 1. This organization shall comply with all university and campus policies and regulations and local, state, and federal laws.

ARTICLE XII. BYLAWS AND AMENDMENT

SECTION 1. The constitution, together with the bylaws, shall constitute the operating basis of the organization.

SECTION 2. The constitution may be amended by a majority vote of the members present, with proper notification having first been given to the entire membership.

SECTION 3. Bylaws may be added or amended by a majority vote of the members present, with proper notification having first been given to the entire membership.

BYLAWS OF THE WIU MARKETING CLUB

NUMBER 1. The WIU Marketing Club will be responsible for renewing membership with the WIU Office of Student Activities on a yearly basis. The club must supply:

- * 10 student member minimum
- * Updated board of directors (President and Treasurer)

These items are considered to be club policy and must be included in the constitution and followed by the organization.

NUMBER 2. The WIU Marketing Club dues shall be \$25 per year, paid to the vice president of finance, whose responsibility it will be to hold the chapter dues, and accurately record and maintain membership records. Checks may be made out to the WIU Marketing Club.

NUMBER 3. A copy of the constitution of the WIU Marketing Club shall be provided for each member of the board of directors. The constitution will be reviewed annually to ensure that it is in keeping with the needs and activities of the WIU Marketing Club.

NUMBER 4. The number, location and times of meetings shall be determined by the board of directors. Notice of all such meetings shall be posted or sent via e-mail to all members not less than five days in advance of the date set for the meeting or posted on the club website (www.wiu.edu/marketingclub) within the same period.

Date approved by the board of directors: 3/7/2006

SUBMITTED BY

Joseph D. Taylor, President

Alicia Diaz, Secretary



Craig A. Conrad, Faculty Advisor