



Texas State American Marketing Association

McCoy College of Business

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Chapter Overview

MISSION STATEMENT

The Texas State University Chapter of the American Marketing Association promotes academic development and professional practice of marketing among all students; and provides members the opportunity to enhance their communication, networking, and marketing skills while learning about the professional world.

CHAPTER THEME: "BUILDING SUCCESS TOGETHER"

What it means: This year, we wanted to focus on the importance and value of engaged collaboration. AMA includes various departments, all tasked with different aspects of the organization. When everyone contributes to their task, we thrive as an organization that understands success can look different for each person.

SWOT ANALYSIS

- STRENGTHS**
 - Tradition of success that has generated a distinguished reputation
 - Organizational effectiveness derived from strong management structure
 - Support from the Marketing Department and the McCoy College of Business
 - Strong ties and relationship with Austin Professional Chapter
 - Strong social media presence
- WEAKNESSES**
 - Many students are unaware of the benefits AMA provides and
 - Dues perceived as expense compared to similar organizations on campus
 - Difficulty to maintain member involvement throughout the academic year
 - Difficulty in generating interest in leadership positions
 - Keeping members engaged throughout the meetings
 - Non-members perceive AMA as too professional and lecture based
 - Lack of involvement from past Chairs moving up into Director positions
- OPPORTUNITIES**
 - Importance of networking in the professional environment is highly valued
 - Variety of companies actively recruiting on Texas State University Campus
 - Steady increase in student population
 - AMA is becoming an increasingly well known name promoting an eagerness to recruit AMA students for internships and company positions
 - Connection with our Austin professional organization as well as marketing professionals in the greater Austin and San Antonio area and everything in between
- THREATS**
 - 20 different Undergraduate student organizations offered in the business school
 - Increasingly busy lives of students causing conflicting priorities
 - Large percentage of Directors graduating and leaving leadership positions open

TARGET MARKET

- Primary: Marketing Majors
- Secondary: McCoy College of Business majors
- Tertiary: Texas State students interested in any aspect of marketing

OVERALL GOALS

- Provide 60 professional development opportunities for students to enhance their professional skills.
- Enrich the lives of Texas State students and the San Marcos community by holding 7 CSI events.
- We aim to raise \$17,548 in overall revenue to fund events and opportunities for AMA members and officers.
- Recruit 50 new members and renew 15 current memberships while maintaining a high level of member engagement.
- Use 8 integrated communications tactics to promote weekly events and opportunities that may be of interest to members.
- Send 12 members to ICC to represent Texas State and compete in competitions,

DEI MISSION STATEMENT

Our mission is to ensure that the Texas State Chapter of the American Marketing Association continues to be an organization that welcomes those who are underrepresented and educate them on the importance of DEI within professional spaces.

We continue to promote our DEI and have our members that are a part of minority groups, as well as members who support diversity in professional and social environments. It is our goal to promote justice and foster respect for all marginalized groups who seek to overcome disparities while learning relevant marketing skills that AMA provides.

Professional Development

Overall Goal: Assist in the transition from the classroom to the business professional environment by exposing our members to 60 professional development events.

Overall Strategy: Provide professional development opportunities including 7 general meetings, 7 committee meetings, promote our very own in-house marketing agency (Boko), host and announce special events such as Marketing Week, Etiquette Dinner, Regional Conference, ICC, and other networking opportunities.

GENERAL MEETINGS

Goal: Hold 7 general meetings bi-weekly on Wednesdays with industry professionals and have an average of 35 attendees.

Strategy: Recruit an array of industry experts to present at speaker meetings to share their industry experience and professional insights.

COMMITTEE MEETINGS

Goal: Host 7 committee meetings bi-weekly to promote cross-functional teamwork and provide marketing exposure to an average of 25 general members.

Strategy: We market ourselves as a committee meeting where members are able to get hands-on experience with different departments around the room. Directors are able to share what they are working on while potentially introducing their departments and duties to members who are interested in transitioning into the position.

MARKETING WEEK

Goal: Plan and execute 5 events throughout marketing week to provide exposure about AMA as well as aspects of marketing to the student body.

Strategy: Host a workshop, Etiquette dinner, a social, a mock ICC competition, and a fundraising event. Create a "punch card" opportunity to get entered for a raffle at the end of the month for a prize basket.

AUSTIN PROFESSIONAL CHAPTER

Goal: Attend 2 Austin AMA events a semester and promote Austin AMA events.

Strategy: Encourage members to use their full benefit of AMA membership. Austin AMA hosts "Marketing Mornings" and "Power Hours" on a monthly basis for networking and meetings with current topics. External Affairs will announce an Austin AMA event to attend as a big group and offer carpooling to combat the fear of attending alone.

INTERNATIONAL COLLEGIATE CONFERENCE

Goal: Send a total of 12 members and a faculty advisor to participate and compete in competitions against other AMA collegiate chapters.

Strategy: Throughout the year, we will have mini-cases and mock competitions for members to compete in to get excited and prepared for ICC competitions. Host preparation meetings with those who will be attending the conference to discuss competitions.

CORPORATE SITE TRIPS

Goal: Host 2 business related field trips per semester with an average attendance of 10.

Strategy: Plan and execute company visits in the surrounding Austin and San Antonio area to experience company cultures and provide exposure to day to day job functions.

Professional Development

PROFESSIONAL NETWORKING

Goal: Connect members with 10 knowledgeable industry professionals that can benefit students in their professional development and future job search.

Strategy: Utilize Austin AMA and industry professional speakers for our weekly meetings. Provide opportunities within weekly meetings to connect with fellow members.

ATTENDING REGIONAL CONFERENCES

Goal: Have 8 members participate in other AMA collegiate chapters' Regional Conferences.

Strategy: Recruit 8 members to participate in other chapters' Regional Conferences. Attending members will network, collaborate, and compete to win prize money. AMA will provide funding for up to 8 members to attend the conference at no-cost to them.

BOKO MARKETING AGENCY

Goal: Provide marketing services to 3 clients per semester in the local community to enhance members' marketing skills.

Strategy: Boko will prepare packages and create a sales team to reach out to local businesses. Members would be able to use marketing skills to create content and marketing items for local businesses. Marketing skills/ services students may interact with:

- Branding
- Website Design
- Promotional Strategy
- Advertising
- Email Marketing
- Sales

20TH ANNUAL REGIONAL CONFERENCE

Goal: Have 30 attendees attend the event and compete in competitions or participate in workshops to strengthen their skills.

Strategy: Promote the event to all target markets of the Texas State University student body and surrounding AMA Collegiate Chapters. Events will include Perfect Pitch competition, Sales competition, Mini Case competition, and LinkedIn Page competition. This event will allow for networking opportunities among keynote speakers and visiting chapter members. Keynote speakers will present on marketing research, business development, and industry knowledge.

26TH ANNUAL ETIQUETTE DINNER

Goal: Sell 60 etiquette dinner tickets in which students will learn how to properly dine in a professional setting.

Strategy: Promote event ticket sales at weekly meetings and through social media platforms. Tickets will be set at a budget-friendly price of \$15 for members and \$20 for non-members.

MOCK COMPETITIONS

Goal: Hold mock competitions twice a semester to help improve our chapter's placement at the International Collegiate Conference.

Strategy: Have 3 competitions available at each mock competition day including marketing strategy, perfect pitch, and outbound sales competitions. Judging will be conducted by a panel of students in which feedback will be provided to participants of each competition.

Community & Social Impact

Overall Goal: Enrich the lives of Texas State students and the San Marcos community by holding 5 social impact events with at least 10 members at each CSI event. Aim to raise \$750 and awareness in order to help our local and broad communities.

Overall Strategy: Raise money, collect donations, and provide pro-bono marketing services to local businesses in the community. Invite members to volunteer for social impact events at general meetings and through multimedia communication channels.

22ND ANNUAL PET FEST WITH PALS

Goal: Have 15 members volunteer for the annual Pet Fest to raise funds for the PALS shelter.

Strategy: Promote the community event to members informing them of the festival that raises awareness of responsible pet ownership and funds for those in need to care for and fix their pets. This festival includes kid's activities, live music, dog races, and more which should peak the member's interests.

GREATER SAN MARCOS YOUTH COUNCIL

Goal: Partner with the Greater San Marcos Youth Council to set up a donation drive each semester for items the San Marcos youth may need.

Strategy: Contact GSMYC to request a list of items needed and ask for other opportunities available. Announce the drive at a general meeting with a representative from GSMYC and collect donations at the next 2 weekly meetings to deliver to GSMYC.

TXST BOBCAT BUILD

Goal: Have 10 AMA members sign-up for the Bobcat Build event, in the Spring, to repair homes in the San Marcos community.

Strategy: Create a volunteer sign-up form and promote events at general meetings with the incentive of giving back to the community. Provide breakfast tacos and water to participating members as well as promote points incentive.

CHRISTMAS LETTERS FOR THE ELDERLY HOME

Goal: Create 20 handmade Christmas letters with a sweet treat attached.

Strategy: Share the impact of taking the time to create handmade Christmas letters to bring smiles to the elderly homes of the San Marcos community. AMA will provide supplies for members to create unique, handmade letters.

BLUE SANTA VOLUNTEER EVENT

Goal: Provide 10 volunteers to the annual Blue Santa event during Christmas time with Austin Police - Operation Blue Santa.

Strategy: Promote the Christmas time event to give back to the children of the Austin area. Provide carpooling options as this event is 30-40 minutes away.

Fundraising

Overall Goal: We aim to raise \$17,548 in overall revenue to fund events and opportunities for AMA members and officers.

Overall Strategy: We plan to achieve our overall revenue goal through fundraising events, merchandise sales, launching our online merchandise sales, corporate sponsorships, donations, profit shares, and membership dues.

ETIQUETTE DINNER SPONSORSHIPS

Goal: Raise a total of \$500 in sponsorships for Etiquette Dinner one week before the event.

Strategy: Acquire event sponsors by communicating the benefits of sponsoring AMA through email, LinkedIn, calls, and in-person selling.

REGIONAL CONFERENCE SPONSORSHIPS

Goal: Raise a total of \$250 in sponsorships for Regional Conference one week before the event.

Strategy: Connect with potential sponsors who would be interested in having their company's name attached to the competition title.

INTERNATIONAL COLLEGIATE CONFERENCE SPONSORSHIPS

Goal: Raise a total of \$1,000 in sponsorships for the International Collegiate Conference one week before the event.

Strategy: Promote opportunity to place their company's logo on the t-shirts Texas State AMA representatives will wear on the first day of the International Collegiate Conference. This would provide exposure to the other collegiate chapter with over 1,000 students in attendance at the conference.

PROFIT SHARES

Goal: Host 2 profit shares per semester with local businesses to raise \$400 total for future events.

Strategy: To help generate funds for chapter operations, AMA will contact and collaborate with local San Marcos restaurants. A flyer will be created and distributed among campus to promote attending the profit share to raise funds for AMA.

MEETING FOOD DONATIONS

Goal: Acquire 2 food donations or discounts totalling in \$200 for bi-weekly general meetings.

Strategy: Contact local San Marcos businesses and promote the businesses on campus in exchange for food donations for our meetings.

BOKO MARKETING SERVICES

Goal: Increase awareness of BOKO agency while providing marketing services to clients for a total profit of \$1,000.

Strategy: Set up a sales team within the Boko agency to focus on selling marketing services to local businesses and following up with them.

MEMBERSHIP DUES

Goal: Collect \$4,875 in membership dues from new and renewing members.

Strategy: Participate in recruitment events and speak to marketing classes to communicate the benefits of joining AMA at the collegiate, professional, and national levels.

MERCHANDISE SALES

Goal: Reach a 20% profit margin by selling TXST AMA merchandise and achieve a profit of \$450.

Strategy: Generate modern shirt designs based on current trends, needs, and desires of Texas State students and faculty while maintaining a professional appearance that represents AMA. We will also move our booth to the designated sales area for student organizations. We will track inventory and sales and produce data on what students are looking for stylistically in future years.

THRIFTING DAY SALES

Goal: Raise \$250 in net sales from thrifting sales on campus targeting budget-friendly students.

Strategy: Collect clothing and accessory items donated by members to sell on campus targeting budget-friendly students at cost-effective prices.

SPECIAL FUNDRAISING EVENTS

Goal: Host 1 special fundraising event per semester generating \$100 revenue at each event.

Strategy: Set up booths at local festivals to fundraise and generate ideas for raising big funds in a quick manner.

Membership

Overall Goal: Recruit 50 new members and renew 15 memberships with Texas State AMA.

Overall Strategy: Promote the benefits of involvement through membership in AMA by providing opportunities for leadership, professional development, community service, and fundraising.

RECRUITMENT OPPORTUNITIES

Goal: Participate in 8 recruitment events per semester and seek other exposure channels.

Strategy: Utilize recruitment and exposure channels:

- AMA Members Word-of-Mouth
- AMA Merchandise
- Bobcat Days
- Faculty Announcements
- Informational Meetings
- Social Media Platforms
- Student Organization Fairs
- Website
- Weekly Emails

MEMBER INFO MEETINGS

Goal: Have 50 potential new members in attendance at the introductory meeting each semester.

Strategy: Meeting is formatted around presenting the benefits and opportunities AMA provides at the collegiate level as well as the professional level. Promote Austin AMA and ama.org webinars, job boards, and other resources.

CLASSROOM PROMOTIONS

Goal: Give 20 presentations to target audiences and increase exposure about benefits of becoming an AMA member.

Strategy: Have each Director present a 2-minute pitch about AMA in marketing classes at the beginning of each semester. All officers, members, and faculty are highly encouraged to promote benefits of AMA and upcoming events to target markets. The executive board will create a slideshow for officers to use during the presentation.

NEW COMMITTEES

Goal: Provide skill-building opportunities for 30 general members through 11 committees in which members can assist different committees each committee meeting.

Strategy: Announce committee meeting dates as well as duties Directors requested assistance with at every general meeting.

SOCIAL ACTIVITIES

Goal: Host 4 social events per semester to improve networking skills.

Strategy: Provide the opportunity for members to step back from their busy agendas to socialize and strengthen bonds with fellow members. This also provides opportunities to practice networking skills.

AMA MEMBER T-SHIRTS

Goal: Create and distribute 40 AMA Member T-Shirts to members and officers who renew or activate their membership at speaker meetings.

Strategy: Members will receive t-shirts in the fall semester so that they may promote and represent Texas State AMA. Host a t-shirt design competition to select the design for this year's member shirt.

MEMBER POINT SYSTEM

Goal: Have 20 Gold, 10 Silver, and 18 Bronze members based on points earned from attending meetings and events.

Strategy: Share the points system and purpose with members at the introductory meeting each semester. When announcing events, mention the amount of points awarded for attending.

Communications

Overall Goal: Use 8 integrated communications tactics to promote weekly events and opportunities that may be of interest to members.

Overall Strategy: Create and develop communication and promotional content to reach the target markets and track engagements through email and social metrics including Instagram and LinkedIn.

EVENT FLYERS

Goal: Curate 3 visually attractive flyers weekly to promote upcoming meetings and events.

Strategy: Utilize Canva to design flyers and promote all AMA related events for target markets to stay up to date. Find out where we can put informational flyers about AMA on campus for students to see, including the bulletin board.

BULLETIN BOARD

Goal: Set layout for AMA bulletin board and update on a weekly basis to promote upcoming events.

Strategy: Bulletin boards will contain event flyers, event details, and sign up sheets. Bulletin board is located in the halls of McCoy College of Business and is seen by thousands of students.

MARKETING DEPT NEWSLETTER

Goal: Participate on a monthly basis in the Marketing Department newsletter sent out to all marketing students and faculty.

Strategy: Prepare content bi-weekly for the TXST Marketing Department's monthly newsletter recapping previous month's events with metrics and photos.

ALUMNI NEWSLETTER

Goal: Publish an alumni newsletter once per semester to inform alumni of upcoming events, sponsorship opportunities, and available speaking opportunities.

Strategy: Continuously maintain alumni database by updating contact information and adding graduating seniors to share the most up to date newsletter of upcoming AMA events per semester.

AMA INSTAGRAM AWARENESS

Goal: Raise the Texas State AMA Instagram follower count to 1,500 followers.

Strategy: Promote the AMA Instagram on multimedia channels including newsletters, flyers, and the bulletin board.

AUSTIN PROFESSIONAL CHAPTER

Goal: Attend 2 Austin AMA events a semester and promote Austin AMA events.

Strategy: Encourage members to use their full benefit of AMA membership. Austin AMA hosts "Marketing Mornings" and "Power Hours" on a monthly basis for networking and meetings with current topics. External Affairs will announce an Austin AMA event to attend as a big group and offer carpooling to combat the fear of attending alone.

WEEKLY EMAILS

Goal: Send 1 email weekly to members informing them of upcoming AMA events and relevant opportunities.

Strategy: Write up an informative email detailing upcoming events and opportunities AMA members may be interested from:

- Texas State University
- Texas State AMA
- Austin AMA
- National AMA
- Employers or Recruiters

WEBSITE

Goal: Update website on a weekly basis and use communication tactics to drive traffic.

Strategy: Potentially interested members can access the chapter website which outlines the benefits of joining AMA as well as events and opportunities coming up.

SOCIAL MEDIA ENGAGEMENT

Goal: Increase engagement on overall AMA social media (Instagram, LinkedIn, and TikTok) by 25%.

Strategy: Take photos and videos from every event to be posted within the following 2 days after an event. Include information on steps to become a member to increase the number of conversions.

Chapter Operations

Overall Goal: Implement a successful chapter structure to effectively run the chapter. Fill open Director positions and allow Director's to recruit their own chairs as needed.

Overall Strategy: Maintain strong bonds and culture between members and officers to improve organization operations. Assure officers are up-to-date on all things Texas State AMA and promote strong communication.

ORGANIZATIONAL STRUCTURE

Texas State AMA is composed of 4 levels of membership:

- **General Member:** Assist Directors & Chairs in achieving chapter goals by participating in chapter events.
- **Chair:** Assist Directors in achieving chapter goals by assisting and executing chapter operations.
- **Director Shadow:** Is educated on the role and duties of Director(s) to later step into the Director position as needed
- **Director:** Act as decision makers to set chapter goals, implement strategies, execute events, and coordinate tasks.
- **Executive Board:** Consists of a President, two Vice Presidents, and Faculty Advisor that make final decisions and implementations in the best interest of Texas State American Marketing Association.

CHAPTER PLAN/ ANNUAL REPORT

Goal: Develop and outline reports throughout the year for planning and execution purposes.

Strategy: Work side by side with Directors and Chairs to strategize goals and track event success through recorded social, event, and fundraising tracking for the annual report. Executive board will meet weekly to curate a plan and report.

MEMBER MEETINGS

Goal: Meet once a week as an Executive board to maintain strong and effective communications about chapter operations.

Strategy: Meet weekly to assure all chapter operations are running smoothly. Assign President or Vice-President to each Director to ensure effective communication and updates and/ or concerns may be addressed quicker.

OFFICER MEETINGS

Goal: Hold officer meetings bi-weekly with all Directors and Executive board in attendance.

Strategy: Outline 2024-2025 expectations as well discuss updates on upcoming and past events. Ask if they need anything from us as an Executive Board to be successful and provide opportunities to pitch any new ideas for the chapter.

DIRECTOR TRANSITION MEETINGS

Goal: Update AMA Google Drive prior to the Director transition period to ensure resources are available for incoming Directors.

Strategy: Schedule transition meetings, at the end of the year, with the Executive Board, retiring Director, and incoming Director. Allow the retiring Director to speak about the role's duties and expectations.

EXECUTIVE BOARD MEETINGS

Goal: Meet once a week as an Executive board to maintain strong and effective communications about chapter operations.

Strategy: Meet weekly to assure all chapter operations are running smoothly.

SATISFACTION EVALUATIONS

Goal: Develop an anonymous virtual survey to distribute at the end of both Fall and Spring semester with 20 participants completing the survey.

Strategy: Review membership satisfaction among members to better address planning activities, new events, and addressing membership retention. Show QR code at the end of the last two meetings to promote the anonymous survey.

OFFICER EVALUATIONS

Goal: Meet with Directors individually at the end of each semester to evaluate their performance with completing duties.

Strategy: The AMA President and Vice President will evaluate officers to provide feedback on areas of success and weaknesses to better the chapter operations. A strike system will be implemented to ensure duties are completed in a timely-manner and will be issued on a monthly basis to be addressed at these evaluations.

FACULTY & STAFF APPRECIATION

Goal: Give 1 appreciation gift per semester to the Marketing Department and 1 appreciation gift to our faculty advisor.

Strategy: Prepare a gift basket containing a "thank you" note with signatures from officers and members as appreciation for their constant support.

Calendar of Events

JULY

13th & 20th | TXST Cat Camp Recruitment
23rd | McCoy Cat Camp Recruitment

AUGUST

30th | McCoy Welcome Celebration
30th | Annual Officer Retreat

SEPTEMBER

3rd & 4th | McCoy Student Organization Fair
5th | LBJ Student Organization Fair
11th | Intro Meeting: All About AMA
14th | SMTX Pride Festival – Face Painting Booth
17th | Pool Party Social
18th | Committee Meeting
25th | General Meeting

OCTOBER

2nd | Committee Meeting
8th | Spooky Study Social
9th | General Meeting
14th – 18th | Marketing Week
16th | Annual Etiquette Dinner
23rd | General Meeting
30th | Committee Meeting

NOVEMBER

6th | General Meeting
12th | Thanksgiving Potluck

13th | Committee Meeting
19th | Finals Study Social
20th | General Meeting

DECEMBER

4th | Member Banquet

JANUARY

21st & 22nd | McCoy Student Organization Fair
29th | Intro Meeting: All About AMA

FEBRUARY

4th | Social
5th | Committee Meeting
12th | General Meeting
15th | TXST Regional Conference
19th | Committee Meeting
25th | Social
26th | General Meeting

MARCH

5th | Committee Meeting
18th | Social
19th | General Meeting
26th | Committee Meeting

APRIL

2nd – 5th | International Collegiate Conference
9th | Committee Meeting
16th | General Meeting
23rd | Member Banquet

FY 2024-2025 Budget

REVENUE

DEVELOPMENT GRANTS

McCoy Student Dev. Grant	\$6,273.00
TXST Student Org Grant	1,000.00

SPECIAL EVENTS

Etiquette Dinner Tickets	900.00
Regional Conference Tickets	450.00

FUNDRAISING

Boko Agency Sales	1,000.00
Merchandise Sales	450.00
Profit Shares	400.00
Thrift Day Sales	250.00
Special Fundraising Events	200.00

MEMBERSHIP

Membership Dues	4,875.00
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SPONSORSHIPS

Etiquette Dinner	500.00
TXST Regional Conference	250.00
International Collegiate Conference	1,000.00

TOTAL REVENUE \$17,548.00

EXPENSES

BOKO AGENCY

Content Creation Expenses	\$50.00
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COMMUNITY & SOCIAL IMPACT

Event Supplies	200.00
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COMMUNICATIONS

Canva Annual Subscription	199.99
Website Domain	34.98
WIX Annual Premium Subscription	467.64

CONFERENCES

ICC Tickets & Travel	7,626.96
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EXTERNAL AFFAIRS

Food & Drinks for Meetings	750.00
Social Expenses	100.00

FUNDRAISING

Merchandise Expenses	950.00
Fundraising Supplies	100.00

MEMBERSHIP

National & Professional Chapter Fees ...	2,210.00
Recruitment Expenses	60.00

PROGRAMMING

Speaker Gifts	40.00
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PUBLICITY

Bulletin Board Supplies	40.00
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SPECIAL EVENTS

Etiquette Dinner	1,200.00
Regional Conference	450.00
Fall Member Banquet	175.00
Spring Member Banquet	175.00

MISCELLANEOUS

Faculty Gift	50.00
Operational Expenses	200.00

TOTAL EXPENSES \$15,079.57

NET PROFIT \$2,468.43