



University of Maryland

Fall 2023 Semester Kickoff

Sign-In Link





Welcome to AMA!

“

Our mission is to enhance our members' educational, professional, and social experience through personal brand development and industry exposure

”

Education



Learn about
career opportunities
in marketing through
workshops with professors
and professionals

Professional



Networking spaces
for students to engage with
employers through
workshops, speakers, and
conferences

Social



Provide a **community**
for students who have a
shared passion for marketing
outside of the classroom

“

We believe diversity and inclusion create the **foundation for creativity**. We promote the diversity of age, gender identity, race, sexual orientation, socio-economic status, religion, and major in order to embrace a variety of perspectives in our community. Whether you're a passionate marketer or someone who is just dipping their toes into the field, we are excited to **welcome you to AMA**.

”

This is us!!



11,000+

Student Members

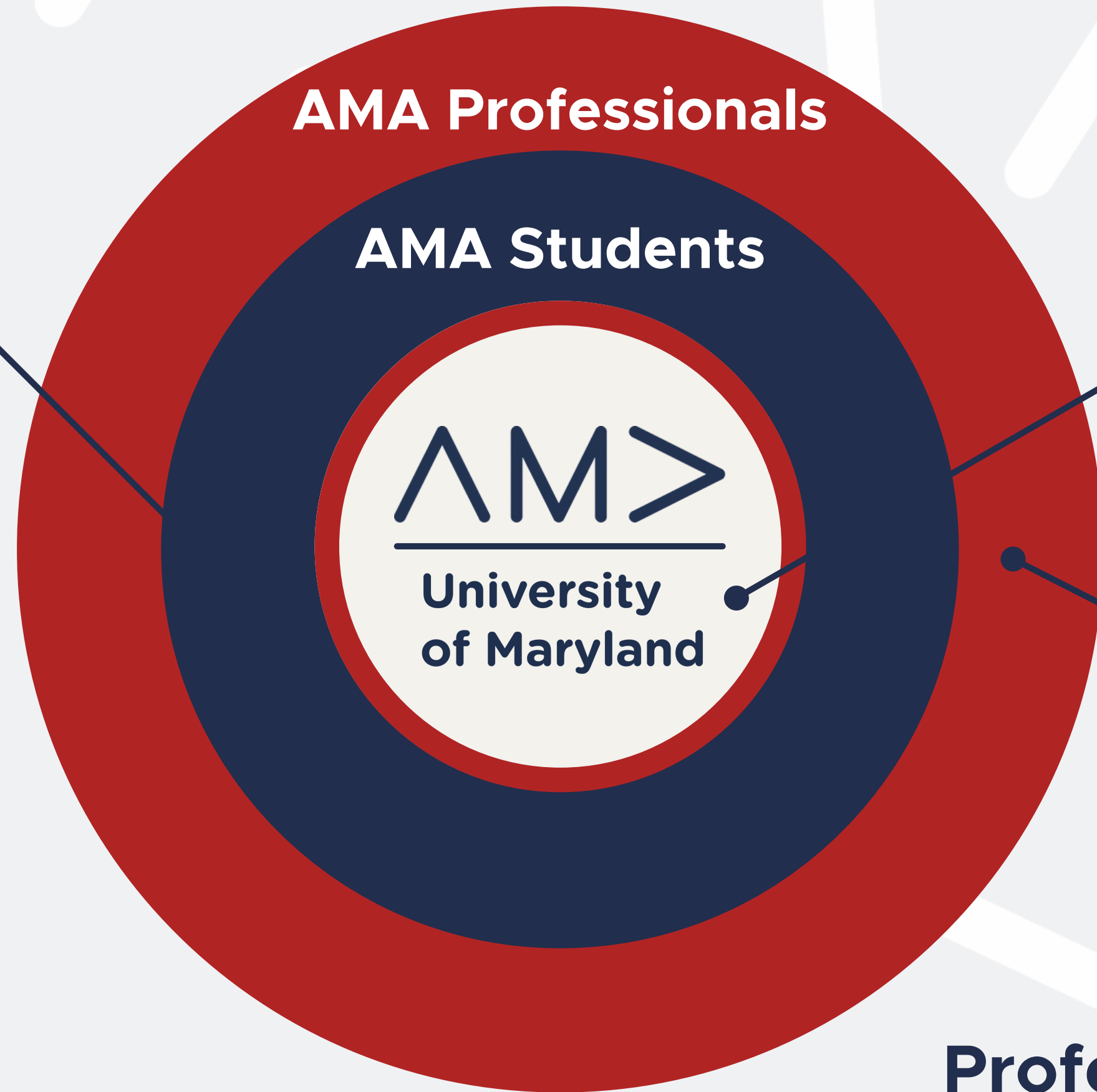
370

Chapters

This is us!!



11,000+
Student Members
370
Chapters



This is us!!

70+
Chapters
30,000+
Professional Members

2017

2018

2020

2022

2023



**AMA
National
Top 25
Chapter**

**AMA
National
Top 25
Chapter**

**Awarded
6 SUSA
Club
Awards**

**AMA
National
Top 25
Chapter**

**Awarded
SUSA Event
of the Year**



Where have UMD AMA members gone?

Meet the Board!



University
of Maryland



Sarah Taylor

President

Columbia, Maryland

Marketing & Supply Chain
Management

Senior

Ananya Khanna

Vice President

Baltimore, Maryland

International Business
& OMBA

Junior





Samaura Steele

VP of Marketing

Trumbull, Connecticut

**Marketing &
Information Systems**

Senior

Anjali Sharma

VP of Community Affairs

Gaithersburg, Maryland

Information Systems
& OMBA

Sophomore





Gabrielle Ada

VP of Events

Waldorf, Maryland

Marketing

Senior



Lucy Wordock

VP of Design

Bethesda, Maryland

Marketing

Senior



Mathew Calderon

VP of Finance

Silver Spring, Maryland

Marketing

Sophomore



Austin Elkis

VP of Marketing Consulting

Columbia, Maryland

Marketing & Supply Chain
Management

Senior



Luana DaLuz

VP of Professional Affairs

Roselle Park, New Jersey

Marketing

Senior



Maeve Smarick

VP of Web Development

Frederick, Maryland

Marketing

Sophomore



Luca Mancino

CO-VP of Membership Operations

Needham, Massachusetts

**Marketing & Supply Chain
Management**

Junior



Isabella Guggino

CO-VP of Membership Operations

Westfield, New Jersey

Marketing

Junior



Dr. Idil Yaveroglu

Advisor

- **Joined the Marketing Department at the Smith School of Business as a lecturer in 2020**
- **Currently teaches:**
 - **Marketing Principles**
 - **Integrated Marketing Communications**
 - **Consumer Centric Innovations**
 - **Marketing and Innovation for Entrepreneurs**

AMA Opportunities!



University
of Maryland

Mentorship Program

Join the UMD AMA mentorship program!

- **Great opportunity to network, get advice, make friends, and participate in activities made specially for mentorship pod participants**
- **Indicate on the AMA application if you'd like to be a mentor or mentee**

RedBlack Consulting

Real professional marketing experience!

- **Each team (3-5 members) will be working with an assigned company on various marketing projects for an 8 week period throughout the semester**
- **Exclusive training workshops and weekly meetings**
 - **(outside of AMA general meetings)**

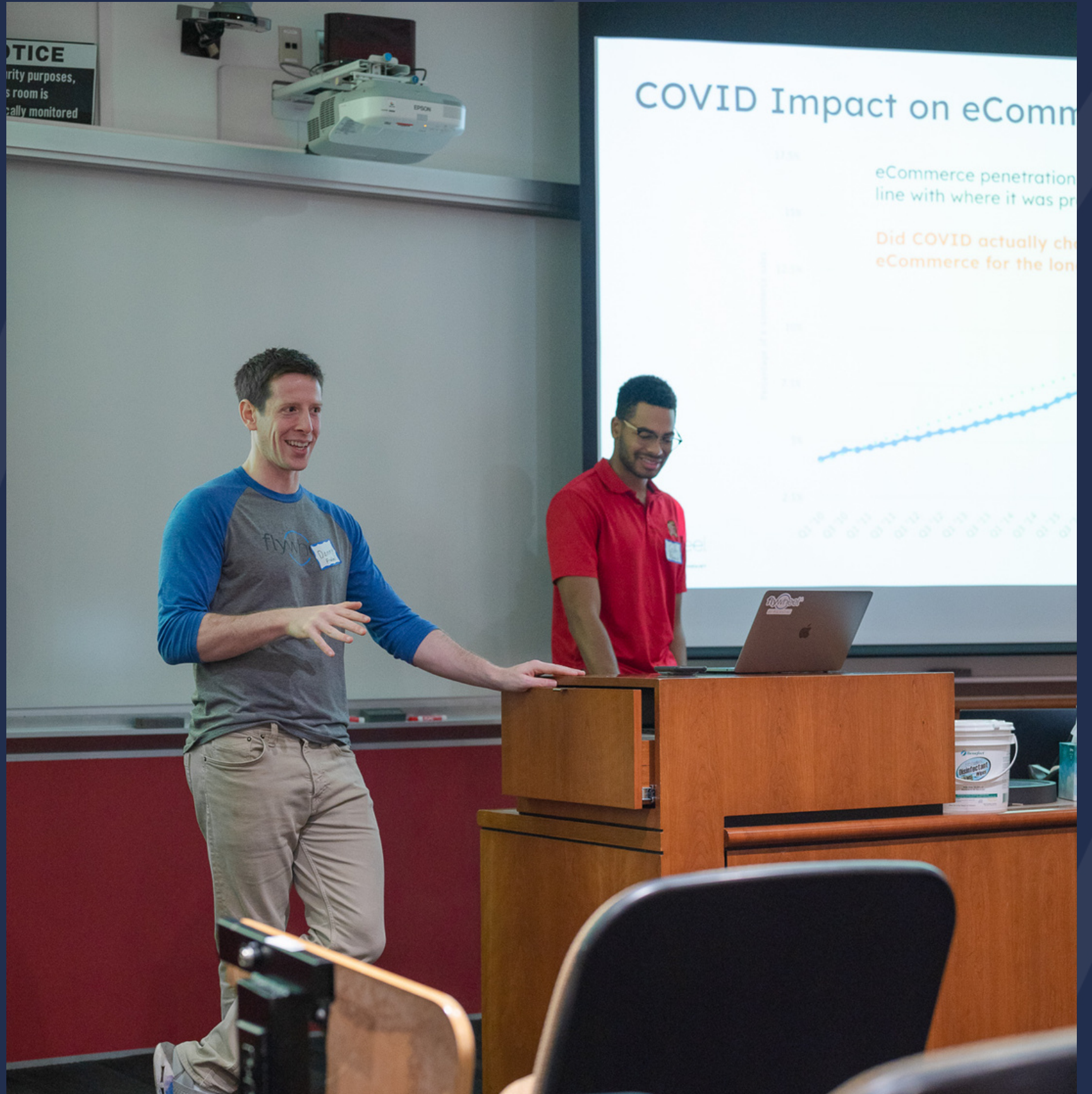
How to Join

- **Complete official application**
 - **link located in the general AMA application**
 - **by Sunday, September 17 at 11:59pm**
 - **go.umd.edu/AMA23**
- **Must be paying AMA member**
- **Each team will have 1 Account Manager who will be the direct line of contact with the assigned company and will be the leader of their respective team**

Undergraduate Marketing Conference

The Undergraduate Marketing Conference is UMD AMA's annual conference that is designed to expose young professionals to the field of marketing.

Friday, November 3rd*



AMA Director Positions!



University
of Maryland

Director of Social Media

Assist VP of Marketing with logistical duties including:

- **Curate social media content for all platforms**
- **Create and follow a social media strategy for event promotion**
- **Review and analyze social media analytics on a regular basis**
- **Brainstorm new ideas for content on a regular basis**

Director of Film & Photography

Assist VP of Marketing with logistical duties including:

- **Take photos and videos at AMA events to be used for various marketing initiatives**
- **Organize photos/videos in the VP of Marketing Google Drive**
- **Create preset(s) for photos posted to social media to ensure consistency**
- **Create content for AMA's TikTok account on a regular basis**

Director of Public Relations

Assist VP of Marketing with logistical duties including:

- **Send event flyers to various channel outlets**
 - **Dean Bailey, SUSU, LTSC**
- **Coordinate with different organizations to have them promote AMA through social media and/or through news articles**
 - **(Diamondback, SUSU)**
- **Create written content in regard to UMD AMA news to be featured on our website and in our weekly newsletter**
- **Conduct interviews with members (general members, directors, and e-board members) to use as news content and/or articles**

Director of Corporate Sponsorships

Assist VP of Finance with logistical duties including:

- **Research corporations with connections to the Smith School (UMD Alumni)**
- **Reach out to UMD alumni working at those corporations to discuss AMA events**
- **Schedule 5 to 10 meetings with professionals to discuss them becoming corporate sponsors**

Director of Events

Assist VP of Events with logistical duties including:

- **Brainstorm event ideas and help run logistics at events throughout the semester**
- **Reach out to potential guest speakers and serve as an ongoing liaison between AMA and guest speakers**
- **Attend at least 70% of AMA events and assist with miscellaneous events-related tasks**

Director of DEI

Assist Co-VPs of MOPS with logistical duties including:

- **Organize a DEI AMA event each semester**
- **Conduct pulse checks for General Body Members**
- **Keep track of cultural events/ holidays**
- **Have bi-weekly meetings with the Co-VPs of MOPS**

Blog Director

Assist VP of Web Development with logistical duties including:

- **Write weekly blog posts from the general body meetings**
- **Select photos from the events to enhance your writing and encapsulate the event**
- **Attend weekly meetings and other AMA events**
- **Work with other blog directors and VP of Website Development on collaborative pieces**

Website Design Director

Assist VP of Web Development with logistical duties including:

- **Manage the AMA website frequently with upcoming events and relevant information**
- **Update and edit the website based on new content created**
- **Propose ways to keep members engaged through the website**
- **Check in with VP of Web Design bi-weekly to update the website according to their wants/needs**

Director of Fundraising

Assist VP of Community Affairs with duties including:

- **Advertise and plan fundraisers for each semester with local businesses**
- **Market the fundraisers to our General Body Members and incentivize them to attend by working with Co-VPs of MOPS**
- **Work with VP of Finance to manage funds**

Director of Terp Thon

AMA has a Terp Thon team!

Proceeds for this event go towards Children's National Hospital

- **Market Terp Thon to our GBM's and work with Co-VPs of MOPS to incentivize them to attend the event**
- **Keep members up to date and engaged with any Terp Thon events, fundraisers**



Membership Application

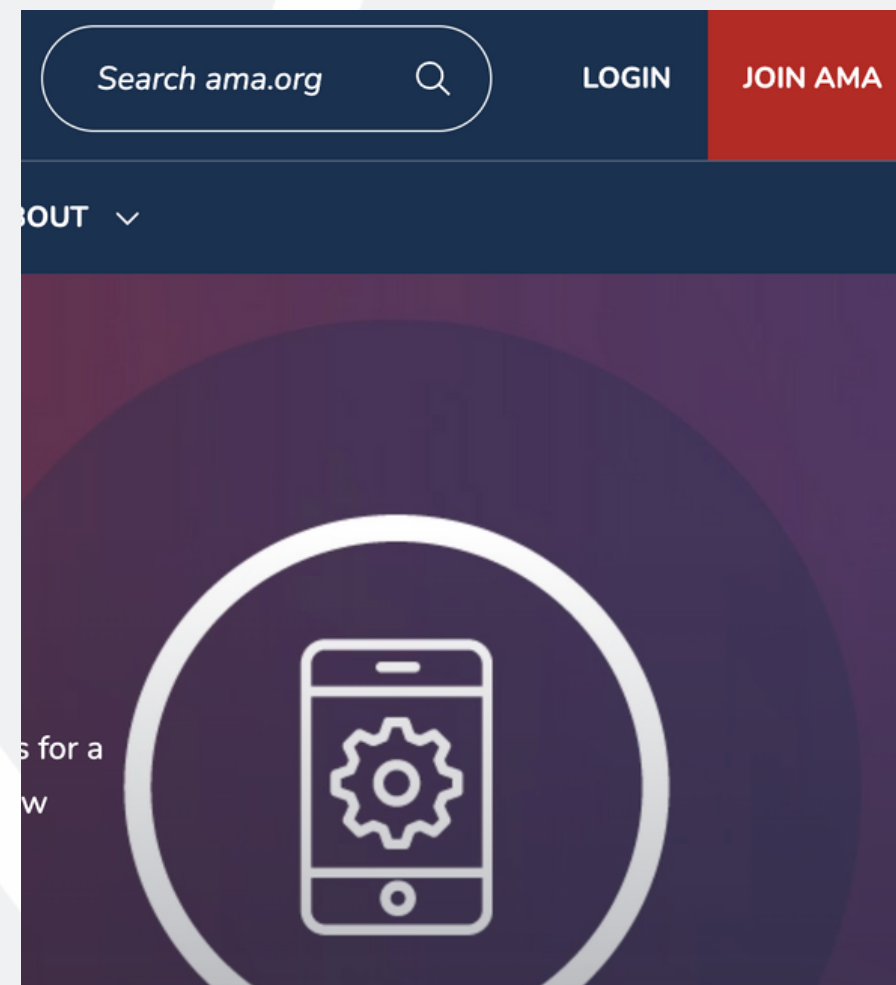


- You are not a full member until you have filled out the application and paid national and local dues
- Deadline: Sunday, September 17 at 11:59PM

go.umd.edu/AMA23

National Dues

- **National dues are \$29 annually (\$2.42/month)**
- **Select "University of Maryland College Park" when registering**
- **Good for 2 semesters**



Pricing

Undergrad Student Membership

\$2.42 / month*
*\$29 billed annually

Membership in AMA Collegiate
Chapter at your university

Access to collegiate events and competitions

JOIN

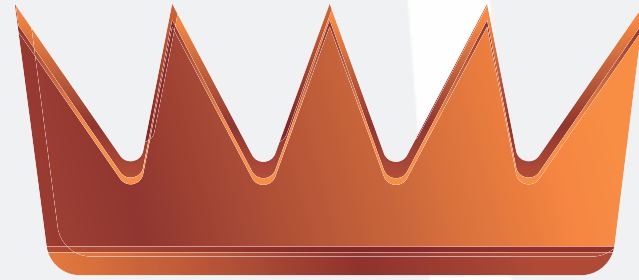
*\$29 billed annually

Local Dues



- **\$6 paid through Venmo to AMA Finance @AMA-UMD**
- **Please contact umdama.finance@gmail.com if you are unable to pay through Venmo**

Membership Tiers



Bronze **4+ Points**

- **Social media shoutout**
- **Recognition in our newsletter**



Silver **7+ Points**

- **Priority for director or leadership positions**
- **Social media shoutout**
- **Recognition in our newsletter**



Gold **10+ Points**

- **Awarded an AMA T-shirt**
- **Priority for Executive Board positions**
- **Spotlight on our Instagram**
- **Recognition in our newsletter**

How to get AMA points

. 25 points

- **Feedback Form**

1 point

- **Attend General Body Meeting**
- **Attend Social Event**

2 points

- **Join Terp Thon Team**
- **Attend Community Service Event**
- **Join Mentorship Program**
- **Join RedBlack Consulting**

3 points

- **Fundraiser**
- **Attend Undergraduate Marketing Conference**
- **Participate in International Collegiate Conference**
- **Participate in AMA Case Competition**
- **Attend AMA event at a different university**

Fall 2023 Highlights

September 19: Creating a Winning Nonprofit Campaign

September 26: Omni Channel Marketing & The Digital Shopper

September 28: PwC Event

October 17: What Marketing Recruiters Look For

October 24: Creative Marketing Workshop

SCMS x AMA x DELOITTE

WEDNESDAY, SEPTEMBER 13
VAN MUNCHING HALL 2517
6:00 - 7:30PM



Join us
tomorrow!

Stay Connected with AMA



Newsletter:

ter.ps/amanews



Website:

umdama.org



@umd_ama



@umdama1



@umd_ama



UMD AMA



@umd_ama