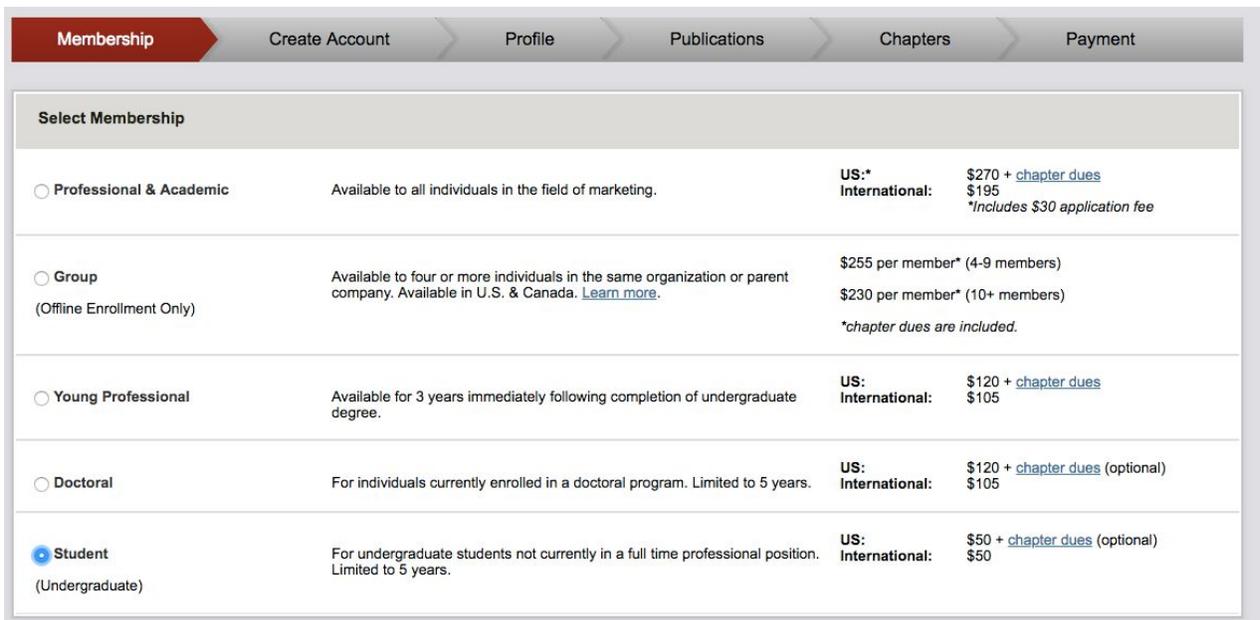


Step-by-Step Instructions For Online National Application

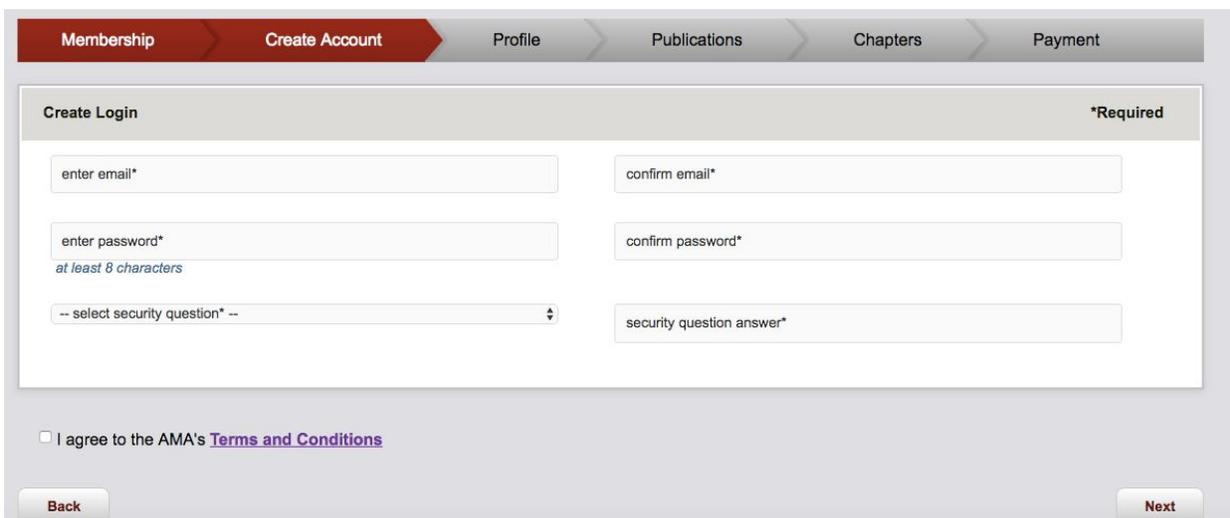
Step 1: <https://www.ama.org/Pages/BecomeMember.aspx> or Google “American Marketing Association” and click on the button that says “Join AMA”. There are 6 steps: *Membership, Create Account, Profile, Publications, Chapters, & Payment*. Your computer screen should look like the image below. Click “Student (Undergraduate)” and proceed to the next step.



The screenshot shows the 'Select Membership' step of the application process. The navigation bar at the top includes: Membership (selected), Create Account, Profile, Publications, Chapters, and Payment. The main content area lists five membership options:

Membership Type	Description	US:*	International:
<input type="radio"/> Professional & Academic	Available to all individuals in the field of marketing.	\$270 + chapter dues	\$195 *Includes \$30 application fee
<input type="radio"/> Group (Offline Enrollment Only)	Available to four or more individuals in the same organization or parent company. Available in U.S. & Canada. Learn more.	\$255 per member* (4-9 members)	\$230 per member* (10+ members) *chapter dues are included.
<input type="radio"/> Young Professional	Available for 3 years immediately following completion of undergraduate degree.	US: \$120 + chapter dues	International: \$105
<input type="radio"/> Doctoral	For individuals currently enrolled in a doctoral program. Limited to 5 years.	US: \$120 + chapter dues (optional)	International: \$105
<input checked="" type="radio"/> Student (Undergraduate)	For undergraduate students not currently in a full time professional position. Limited to 5 years.	US: \$50 + chapter dues (optional)	International: \$50

Step 2: It will next require for a creation of an account. Use your GVSU email and a strong password that you will remember. I highly suggest keeping a record of this information in case you forget in the future. Make sure to review and click the box for “I agree to the AMA’s Terms and Conditions” in order to proceed for the next step.



The screenshot shows the 'Create Login' step of the application process. The navigation bar at the top includes: Membership, Create Account (selected), Profile, Publications, Chapters, and Payment. The main content area is titled 'Create Login' and includes a '*Required' label. It contains the following fields:

- enter email*
- confirm email*
- enter password*
at least 8 characters
- confirm password*
- select security question* --
- security question answer*

At the bottom, there is a checkbox for "I agree to the AMA's [Terms and Conditions](#)". Below this are "Back" and "Next" buttons.

Step 3: Creating a personal profile. Please fill in the “primary address” with your permanent resident address, not your school address.

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Membership Create Account **Profile** Publications Chapters Payment

Name *Required

-- select prefix -- first* mi last*

Primary Address *Required

street* apt/suite/etc.

-- select country* -- city* -- select state/province* -- zip/postal code*

employer/institution title

Phone *Required

-- select phone type* --

-- country code* -- area* number* ext.

Collegiate Information *Required

Expected graduation date mm/dd/yyyy* Enter full college/university name* Enter non .edu secondary email*

Step 4: Choosing the online publications that your AMA membership has to offer. Some are free and some are additional prices. Please make sure to double check which online journals cost additional in the “payment” section if you do not wish to be charged more than \$50 for the national application. These publications are sent to the email that is in the AMA system (your GVSU email).

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Membership Create Account Profile Publications Chapters Payment

In addition to receiving a free digital subscription to award-winning Marketing News magazine, you can also add AMA academic journals for an additional cost.

Journals Print & Digital Digital Only

Journal of Marketing (Bi-Monthly) Marketing's premier broad-based academic journal.	<input type="checkbox"/>
Journal of Marketing Research (Bi-Monthly) Looking at the philosophy, techniques and applications of marketing research.	<input type="checkbox"/>
Journal of International Marketing (Quarterly) Bridging the gap between theory and practice in international marketing.	<input type="checkbox"/>
Journal of Public Policy & Marketing (Semi-Annually) Exploring how marketing affects policy decisions and legislative actions.	<input type="checkbox"/>

Step 5: Choose “Grand Valley State University” to be included in our chapter roster.

Membership Create Account Profile Publications Chapters Payment

Choose a local chapter near you to start networking. Chapter dues are added to your cart at checkout.

By selecting a collegiate chapter in the drop-down menu below, you are confirming that you are part of a formal collegiate chapter, which has a faculty advisor, chapter president and is made up of students. If you are not part of a formal chapter, please skip this part and continue to the next page for payment.

Collegiate Chapter

Michigan

- Central Michigan University
- Davenport University Eastern Region
- Detroit College Of Business - Warren
- Eastern Michigan University
- Ferris State University
- Grand Valley State University
- Lansing Community College
- Michigan State University
- Michigan Technological University
- Michigan Technological University
- Northern Michigan University
- Northwood University
- Oakland University
- Saginaw Valley State University
- University of Michigan - Dearborn
- Wayne State University
- Western Michigan University

Step 6: Payment is made online with a credit card. Before proceeding to filling out your credit card information, make sure that the payment totals are correct. It should say Student Membership \$50, Grand Valley State University \$0.00, and the publications that you wish to receive emails from will follow on the bottom along with the additional fees.

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Membership Create Account Profile Publications Chapters Payment

Payment Totals All Prices In USD

Product	Quantity	Price
Student Membership	1	\$50.00
Grand Valley State University	1	\$0.00
Marketing News Online<< Included in membership	1	\$0.00
Total:		\$50.00

Promo Code Tax: \$0.00

Step 7: AMA national does not send a confirmation email so screenshot your final screen and make sure it looks like this. Open a new tab and log in with the information you chose to create account to make sure that your account exists.

Membership Create Account Profile Publications Chapters Payment

Order Details

Product	Quantity	Price
Student Membership	1	\$50.00
Grand Valley State University	1	\$0.00
Marketing News Online<< Included in membership	1	\$0.00
Total		\$50.00

Membership Confirmation

Thank You.
 You are now part of the largest professional marketing association in the world and the essential community for marketers. We're glad you're a member!
[Click here](#) to complete your AMA member profile.

With this account, you will be able to access your member ID number that will be needed for your local application. This membership will expire in exactly 365 days and will have to be renewed if you wish to join again next year.

Step 8: Fill out the [local application](#) and make a payment for the local dues to complete membership applications. *Once these are both processed, you will officially be a member of AMA.*

***If you have any questions, concerns, or having any troubles with accessing either of the applications, please contact the *Director of Membership*, Meijie Pascual, at meijie@amagvsu.com. Thank you and we look forward to seeing you at our meetings!**