Student Marketing Association

Bylaws

Article I: Name

The organization shall be known as the Student Marketing Association (SMA).

Article II: Purpose and Objectives

Section I. Purpose

The purpose of SMA will be to provide undergraduate students the opportunity to expand their knowledge of various areas of marketing.

Section II. Objectives

The major objectives shall be to (1) advance the knowledge of marketing; including but not limited to sales, advertising, branding and networking, (2) advocate for the department, (3) provide valuable career knowledge and opportunities through the community and area businesses.

Article III: Membership

Section I: Eligibility

Membership to the Student Marketing Association is open to all students enrolled at the University of Arkansas at Little Rock and is highly encouraged for all Marketing Majors and Minors.

Section II: Responsibilities

Membership responsibilities include: (1) attending all SMA functions, as schedules allow, (2) adhering to the ethics as stated by the American Marketing Association, (3) completing an information/contact card at the beginning of membership.

Article IV: Team Leaders

Section I: Selection

Team leaders will be assigned as needed by the Faculty Advisor.

Section II: Duties

Team leaders help to coordinate group activities, communicate with group members, check attendance at functions, and recruit potential members.

Article V: Meetings

Section I: Regular Meetings

Regular Meetings of the SMA will occur twice a month, alternating between lunch and afternoon, as posted by the Faculty Advisor.

Section II: Called/Special Events

As needed called/special events will occur as deemed needed by team leaders and the Faculty Advisor.

Article VI: Advisor/Sponsor

The Student Marketing Association is sponsored by the Marketing and Advertising Department and Faculty.

Article VII: Dues

Dues will be determined by the Department and Faculty Advisors as needed.

Article VIII: Amendments

These bylaws may be altered, amended, or repealed at any regularly held meeting, assuming majority approval and concurrence of the Faculty Advisor.