

**MBA Marketing Association at UC Davis**  
**Bylaws for Governance**  
Revised and Adopted 3/8/2013

**1) Mission**

- a) The MBA Marketing Association at UC Davis enhances the value of the student experience at the UC Davis Graduate School of Management (GSM) by preparing students to enter a marketing career. Our objective is to provide resources, coach students, and connect with marketing professionals.

**2) Membership and Dues**

- a) Membership
  - i) Membership is free and open to all current students from any GSM program.
  - ii) ASM membership, along with associated fees, is required for students in leadership positions.

**3) General Meetings**

- a) Marketing Association general meetings will be regularly scheduled, announced, and open to all current students.
  - i) The Board reserves the right to hold unscheduled closed meetings as needed.
- b) Officers are expected to attend all general meetings. If necessary, absence is strongly discouraged and should be coordinated with the President prior to the meeting.
  - i) Repeated absence from general meetings could lead to removal from office.

**4) Marketing Association Board of Directors**

- a) The Board consists of three student officers.
- b) Board Code of Conduct and General Duties
  - i) Officers work as a team in the fulfillment of the general mission of the Marketing Association and the specific responsibilities of each officer as stated below. All officers are expected to perform duties beyond their position's description as necessary.
  - ii) Officers shall champion the ethical standards expected of all members of the GSM and UC Davis communities, keeping in mind the spirit of the UC Davis GSM Ethics Pledge.
  - iii) Officers shall represent the GSM when required.
  - iv) Officers are expected to involve all Marketing Association members in organizing activities as much as possible. Many of the responsibilities listed for each officer do not require that the officer personally conduct the activity; other members of the Marketing Association may be appointed instead. The officer is merely responsible for seeing that the duty is completed.
- c) President
  - i) The Marketing Association President shall:
    - (1) Coordinate the activities of the Board and set an annual vision for the club.
    - (2) Facilitate general meetings, to include setting an agenda and scheduling meetings.
    - (3) Send relevant announcements to the school.
    - (4) Meet regularly with Career Development to streamline activities between the GSM and the Marketing Association.
    - (5) Facilitate the transition process after the election of new officers.
- d) Vice President
  - i) The Marketing Association Vice President shall:
    - (1) Facilitate any general meeting that the President cannot attend.
    - (2) Develop any additional governing documents that ensure the smooth operations of the club.
    - (3) Take minutes during each general meeting and make those minutes available all club members

- (4) Maintain the website and other relevant online accounts (e.g. eventbrite, mailchimp, etc.)
  - (5) Maintain a written and visual history of the Marketing Association and its events, including photos, videos and news stories.
  - (6) Oversee all design and production of signage, fliers and other promotional materials for Marketing Association sponsored activities.
  - (7) Manage elections.
  - (8) Spearhead any efforts to address issues that arise as directed by the President.
- e) Finance Officer
- i) The Marketing Association Finance and Operations shall:
    - (1) Prepare and maintain the Marketing Association budget
      - (a) Assist with the financial management of all ASM events.
      - (b) Maintain the ASM accounts at Bank of America and UC Davis.
    - (2) Coordinate with ASM for funding.
    - (3) Prepare and submit requests for funding available for club activities.
    - (4) Keep financial records of all revenues and expenses.
    - (5) Record and maintain membership lists.
    - (6) Spearhead any efforts to address issues that arise as directed by the President.

## **5) Relationship with the Associated Students of Management (ASM)**

- a) To maintain membership with ASM, the Marketing Association agrees to:
  - i) Produce at least one event per academic quarter.
  - ii) Produce and hold at least one event during 1<sup>st</sup> Year Orientation aimed at increasing awareness of the Club's mission and activities with incoming students.
    - (1) This Orientation event must be coordinated through the ASM Director of Orientation.
  - iii) Schedule, announce and hold at least two Club meetings per quarter, not including the scheduled event.
  - iv) Maintain a short-term (Spring Quarter) and long-term (Spring to Spring) events plan.
  - v) Conduct a quarterly update with the ASM Vice President.
  - vi) Maintain a current and professional website that is updated at least quarterly.
  - vii) Abide by the following funding rules:
    - (1) Is professional with funds and uses one of the following accounting methods:
      - (a) Maintain an independent bank account for club use, or
      - (b) Keep funds in the ASM account and manage said funds in coordination with the ASM Director of Finance and Operations.
    - (2) To receive funds, clubs must submit information about their event using the online form on the ASM website as early as possible before the beginning of the quarter in which the event will be held. Retroactive funding requests will be considered by the entire ASM Board on a case-by-case basis.
    - (3) No funding will be granted without submission of relevant budgets or receipts unless there is a clear and pre-determined reason why this requirement could not be met.

## **6) Changes to the Bylaws**

- a) Changes to the bylaws may be made by simple majority vote of current officers.
- b) Revised bylaws must be posted on the Marketing Association website as soon as possible after changes are made.