



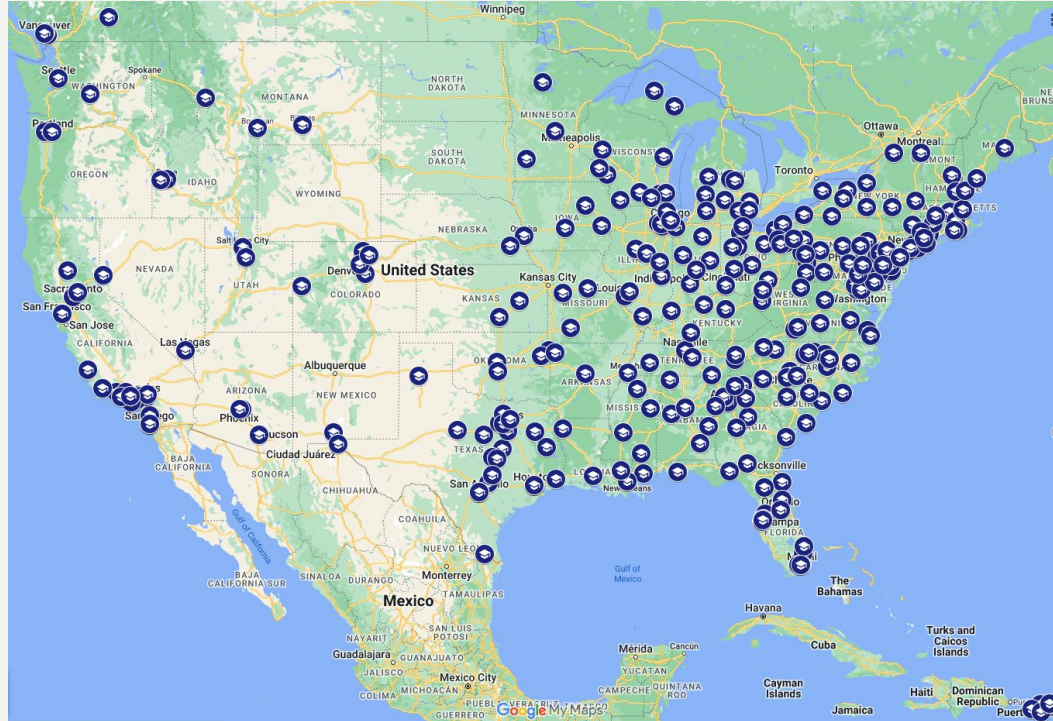
AMA RESOURCES

Top Reasons Be Part of an AMA Collegiate Chapter

- ◆ Enhance classroom teachings with experiential learning and industry trends.
- ◆ A supportive on-campus community to connect with like-minded peers.
- ◆ Opportunity to give back to the community.
- ◆ Support your students in building a global network in the marketing field.

Join a Thriving Community of Nearly 350 Collegiate Chapters

(that's over 10,000 students!)



[Link to the interactive map.](#)



AMERICAN MARKETING
ASSOCIATION

What Does AMA Membership Give Me Access to?



Community

Connect with 340+ collegiate and 65+ professional chapters



Exclusive Programming

Members-only programming to gain fresh industry insights



Toolkits

Marketing toolkits designed to streamline your daily work



Latest Research

Access to 5 AMA Journals featuring the latest research



Membership Badge

Showcase your commitment and career growth to your network on LinkedIn



Skill Development

Free and discounted training programs to upskill



Programs AMA Collegiate Chapters Can Participate in

AMA International Collegiate Conference

The AMA International Collegiate Conference (ICC) is a 3-day premier event for collegiate marketers, bringing together more than 1,800 students, faculty advisors, and marketing professionals.

2027 is in NOLA!



Networking Nationally

Connect with advisors and students from across the nation. Plus, meet potential future employers at the Career Fair.



Compete & Get Recognized

Earn national recognition through prestigious marketing competitions.



Professional Growth

Gain real-world experience and professional insights to launch your marketing career.



AMA Competitions & Experiential Learning

Put classroom knowledge to the test by competing against students from schools nationwide.

AMA competitions strengthen resumes and provide digital badges to share on LinkedIn. Participation also assists with accreditation for business schools and programs.



Case Competition

Academic year-long competition tackling a real-world business challenge.

(Fall) Virtual Competitions

- Marketing Week
- Website
- Recruitment Video
- Social Impact Video
- Outbound Sales
- Digital Marketing

(Spring) In-Person at ICC

- Sales
- Perfect Pitch
- Marketing Strategy
- Digital Marketing
- Design Lab
- Marketing Simulations
- T-Shirt
- Photography / Instagram Highlight Reel



AMA Collegiate Mentorship Program

Bridging the Gap Between Education and Career

Marketing professionals and students are paired together to provide mentees with the environment, advice, and resources to pursue their career interests in marketing and advertising.

Proven Post-Grad Outcomes

Students engaged in the mentorship program consistently report:

- An expanded professional network
- Greater confidence in navigating their professional careers
- Understanding of and exposure to various marketing career paths, along with industry insights and trends



Gabriela Jodas Salgado

"Participating in this program has been life-changing. My mentor is supportive and attentive, providing valuable advice on career opportunities in marketing and how I can make the most of my college experience. He was a great help in my job search and even connected me to an internship at 7-Eleven, where I was hired as a Fuels Pricing and Loyalty intern. I'm grateful for this experience and hope other students can benefit from it, too"

AMA Career Week

Empowering the Next Generation

A free immersive virtual event designed to empower the next generation of marketing leaders. Packed with career workshops, panels, recruiting events and more, AMA collegiate members gain connections, guidance and information to jumpstart their marketing careers.

Save the Date

November 9-13, 2026



AMA Diversity Leadership Institute (DLI)

A Premier Professional Development Opportunity

The Diversity Leadership Institute (DLI) is a **fully-funded** program that brings together a small cohort of students to foster connections, build leadership skills, and gain the diverse perspectives necessary for success in today's dynamic marketing landscape.

"I just loved how open and interactive the space was. I felt that we were able to grow as leaders as well as personally."

- 2025 DLI attendee



Regional Host Grants



Selection & Funding

Three chapters are selected each semester to receive \$1,000 in funding to host a regional event on campus.



Strategic Connections

Chapters are connected with nearby collegiate and professional chapters, plus local businesses and firms.



Sponsor Introduction

Chapters may also be introduced to sponsors interested in supporting regional event involvement.

AMA Foundation Scholarships

Reduce financial stress while building a stronger professional profile. AMA Foundation scholarships are meaningful resume differentiators that recognize student achievement.

- 5 Scholarship categories
- Multiple recipients \$500 - \$5,000
- FY26: Awarded over \$30,000 to 15 recipients



More Recognition Opportunities



Alpha Mu Alpha

- National recognition available to undergraduate, graduate, doctoral students, and faculty members
- Inductees awarded digital certificate and honor stole that can be worn at graduation ceremonies



Awards

- Student Marketer of the Year
- Faculty Advisor of the Year
- Undergraduate Research Competition
- International Collegiate Conference Competitions

Research

AMA members get early access to original research like the [Future Trends in Marketing Report](#), developed with input from marketing practitioners, thought leaders, and graduate students.

The findings equip you with insights and strategic frameworks that can support classroom conversations, career readiness, and chapter operations.



Get a Free Year of AMA Membership

Graduate with an Edge

AMA Collegiate Chapter members receive **one free year** of professional membership upon graduation.

This benefit ensures they are equipped to navigate what's next in their career with the essential resources to:

- Network
- Stay ahead of the curve
- Build credibility



At \$2.41 per member/month*, there's no better time to become an AMA collegiate member.

	Competitions	Collegiate Mentorship Program	Scholarships and Awards	Conferences	Diversity Leadership Institute	Free Year of Professional Membership (valid for all graduates)
Annual Costs for Non-Members	<i>Not available to non-members</i>	<i>Not available to non-members</i>	<i>Select scholarships available</i>	Full price of \$429+	<i>Not available to non-members</i>	<i>Not available to non-members</i>
Annual Costs for Members	Included	Included	Included	10%+ discount off full price. Plus, groups of 3+ save even more!	Included	Included

PLUS! AMA Collegiate Members also get access to [tools, training and research](#) to help them launch their career.

Frequently Asked Questions

Q: Can graduate students be members in the collegiate chapter?

A: Yes, they are welcome to be part of the collegiate chapter. But they can not hold leadership roles within the chapter's e-board.

Q: What are AMA's social media handles?

A: [LinkedIn](#), [Facebook](#), [Instagram](#) (plus, we have a dedicated handle for [AMA Collegiate](#)). Follow along to stay in the know.

Q: Do we need to be an affiliated chapter to participate in competitions?

A: YES!



Join the Essential Community for Marketers



ama.org/join

For questions, please contact
Collegiate@ama.org