
Constitution of the Marketing Management Association (Spring 2003)

May 1989, Revised 1993, 1994, 1995, 1997, 2000, 2001 and 2003

Article 1: NAME

The name of the Association shall be the Marketing Management Association (MMA).

Article 2: PURPOSE

The purpose of the MMA shall be to provide a structure, to group together marketers, and to promote professional activity in the field of marketing.

Article 3: FUNCTIONS

Section 3.1

The MMA shall hold at least two conferences each year for the presentation of selected marketing studies and topics. One shall be in the spring in conjunction with the MBAA. The other shall be in the fall. (March 2000).

Section 3.2

The Association shall sponsor one or more appropriate academic publications.

Section 3.3

It shall conduct other activities consistent with the betterment of the field of marketing and the interests of the MMA.

Section 3.4

The MMA shall also serve as a liaison with the Midwest Business Administration Association and other professional marketing organizations.

Article 4: MEMBERSHIP

Section 4.1

Membership is open to persons in higher education who teach marketing or are interested in marketing education and to students interested in the field of marketing (March, 1997).

Section 4.2

Membership is also open to persons in business, government, service, or not-for-profit and other positions who are interested in the field of marketing (March, 1997).

Section 4.3

A member of the MMA is one who paid his or her current dues (March, 1993).

Article 5: ADMINISTRATION

Section 5.1

The Officers of the Association shall consist of: President, President-Elect and Conference Program Chair, Vice President of Marketing, Treasurer, Past President, and Executive Secretary. Officers shall serve a one-year term, except for the Treasurer and the Executive Secretary, which shall each serve a three-year term. The Association shall maintain Job descriptions for the various offices.

Section 5.2

There shall be a group of 15 Directors who will aid the Officers in conducting the affairs of the Association. These advisors must be members of MMA and shall serve three-year terms, with four being appointed by each new President to replace those who have completed their terms. The Past President will automatically serve a three-year term as a Director upon completion of his/her term as Past President. Three members of the Board of Directors will be the Fall Conference Chair, the Chair of the Strategic Planning Committee, and the Editor of Marketing Insights, unless these individuals are officers. The President also appoints Directors to fill any vacancies that might occur. The President shall consider geographic location and gender in making appointments.

Section 5.3

The Board of Directors shall consist of the Officers and the Directors as identified in Sections 5.1 and 5.2. The Board has the authority to set policies governing the organization with the exception of publication policies which will be determined by the Publications Council. The Officers have the authority to make the operational decisions necessary to carry out policies determined by the Board and the Publications Council and the articles of the Constitution. The financial interests of the organization shall always be an important consideration in setting and implementing policies.

Section 5.4

The new Officers begin their year of duties at the end of the annual conference with any transitional exceptions outlined in the separate document spelling out Officer Job Descriptions. New Directors are normally appointed after the Conference. Officers and Directors are expected to attend both the Board meeting and the business meeting held at the annual conference, and as many called special meetings as possible. The President may, with the support of the other Officers, remove a Director from the Board for excessive absences from Board meetings.

Section 5.5

If for any reason an Officer is unable to perform the duties of an Officer: the President, with the input from the Board and the Officers Nominating Committee, shall appoint someone to fill the vacancy. If the President is unable to perform his/her duties, the immediate Past President shall assume the duties of the office.

Section 5.6

The Board (Officers and Directors) shall select and appoint Publication Council consisting of six persons. The Publications Council shall have the authority to set policies regarding all aspects of publishing The Journal of Marketing Management (MMJ) and/or any proceedings and other special publications that they deem appropriate. The Board shall select two members of the Publications Council yearly, who shall serve three-year terms. The Board shall appoint a Council Chairperson each year after the new members are selected. The editors of MMJ and the Newsletter and the Executive Secretary are ex officio members of the Council (March, 1994).

Article 6: ELECTION PROCEDURE

Section 6.1

With the exception of the Past President and the Executive Secretary, the Officers of the Association shall be nominated by the Officers Nominating Committee, which shall be chaired by the Past President with two other members appointed by the President.

Section 6.2

Suggestions for nominations shall be requested through MMA Newsletters. Nominees will then be selected by the Nominating Committee and a mail ballot sent to the members of record of mid-January. The Committee may nominate one or more members (March, 1993) for a particular office. The ballots shall be mailed to allow sufficient time for voting before the Annual Conference. The new Officers will then be introduced at the business meetings at the Conference.

Section 6.3

The President automatically moves to Past President and the Executive Secretary is selected by the Board of Directors (Officers and Directors).

Article 7: MEETINGS

Section 7.1

A meeting of the Board of Directors and a business meeting shall be held at each annual conference.

Section 7.2

Special meetings of the Board may be called as deemed necessary by the President.

Section 7.3

The Publications Council shall meet at the annual conference as needed.

Section 7.4

The President shall preside at the annual business meeting and at the Board meetings, but may delegate this responsibility to the President-Elect or Past President at his/her discretion.

Section 7.5

Robert's Rule of Order shall govern the Association in the conduct of its meeting should any question of proper procedure arise. The immediate Past President shall serve as Parliamentarian.

Section 7.6

The MMA is not responsible for the expenses incurred to attend meetings by Officers, Directors, or Publications Council, except as agreed upon the Board.

Article 8: DUES

Section 8.1

The Board of Directors shall set membership dues.

Section 8.2

The Dues collected at the annual conference covers one's membership until the next annual conference.

Section 8.3

Persons joining MMA between conferences will have the same rights to vote on mail ballots as members paying their dues at the Conference, once their names have been added to the official membership roster maintained by the Executive Secretary. The Board will establish appropriate dues and membership package for such non- conference members (March, 1994).

Article 9: LIABILITY

Section 9.1

Members of the MMA are not empowered to act on behalf of the Association unless such actions are on behalf of the Association as an Officer or Agent with specific and assigned power.

Article 10: AMENDMENTS

Section 10.1

Amendments to this constitution are made by a majority vote of all members voting through a ballot sponsored by the Board of Directors of the Association (March, 1994).

Section 10.2

Proposals for changes (amendments) must be submitted to the Board through the President. The President will then proceed to submit all suggested amendments that are supported by at least 5 members of the Board to the membership in any of the following ways: at the annual general meeting of the MMA; through a mail ballot in conjunction with any other MMA mailing, or as a separate, mailed ballot. the president will determine when and how to submit all such supported proposed amendments to a vote of the membership within 120 days (March, 1994).

Adopted: MARCH 1989

Revised, March, 1993 (Section 4.3 Added and 6.2 changed to "members").

Revised, March, 1994 (Sections 5.6, 8.3, 10.1 and 10.2).

Revised, March, 1997 (Sections 4.1. 4.2).

Revised, March, 2000 (Section 3.1)

Revised, March 2001 (Section 5.1)

Revised, March 2003 (Section 5.1)