

The University of Akron's



AMERICAN
MARKETING
ASSOCIATION

Connecting. Informing. Advancing

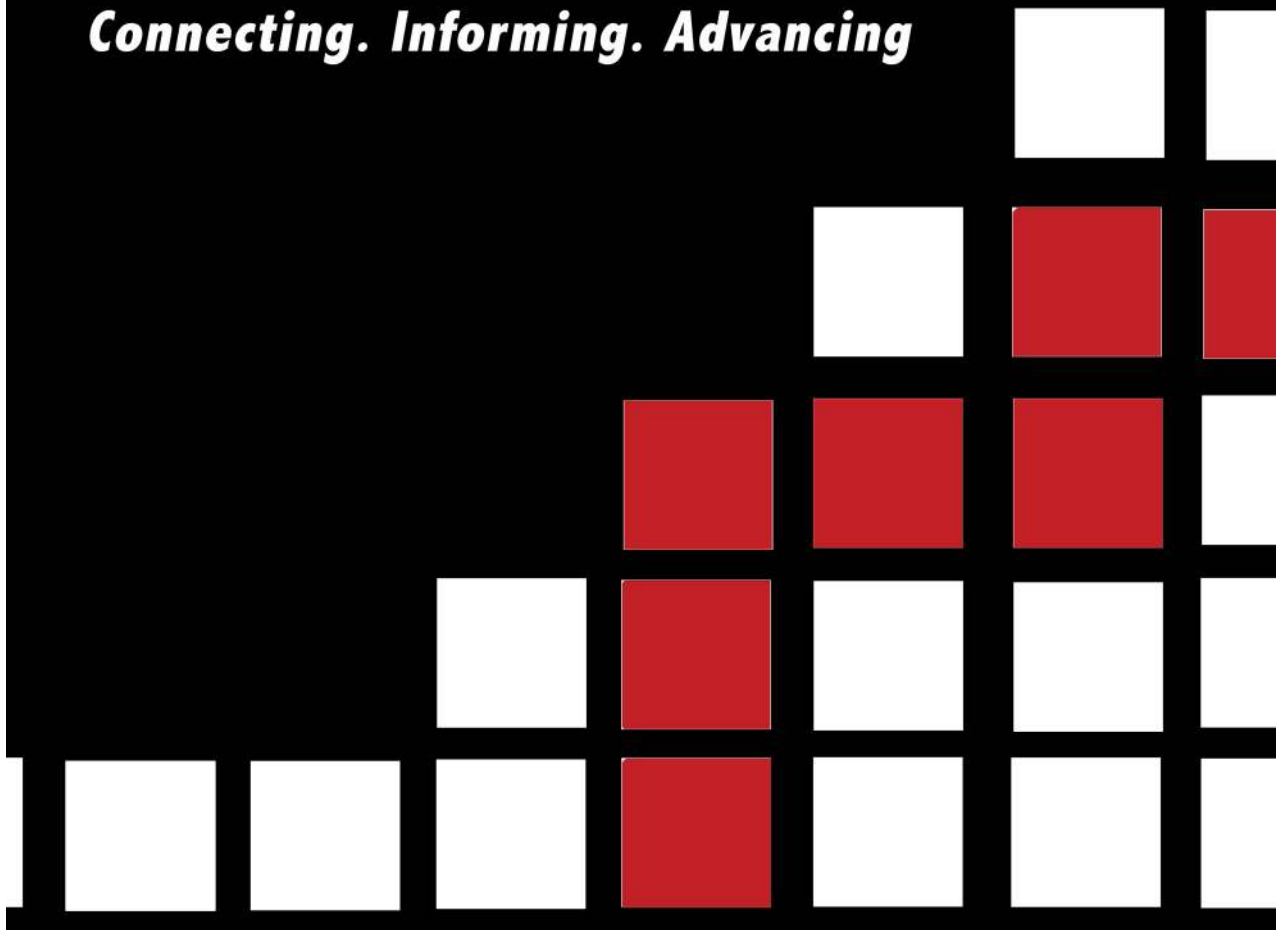


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MISSION STATEMENT

The AMA is a professional association for individuals and organizations leading the practice, teaching and development of marketing knowledge worldwide. Our principle role is to serve as a forum to connect like-minded individuals and foster knowledge sharing, provide resources, tools and training and support marketing practice and thought leadership around the globe.

Officers

President: TJ Marchese

Vice President: Jacqueline Slack

Treasurer: Emily Griffiths

Vice President of Administrated Duties:
Michael Henzler

Secretary: Courtney Driscoll

Vice President of Recruitment: Andrew Ash

Vice President of Marketing: Ilya Shapiro

Vice President of Communications: Tom Corbo

Creative Executive: Jamie Mapus

AMA Officers

THE UNIVERSITY OF AKRON



Courtney



Ilya



Jamie



TJ



Emily



Jacqueline



Michael



Tom





UAkronAMA

AMA Social Media



Facebook



Michael Henzler
Here it is everyone! Invite all you friends, it should be a great time. Ask any of the officers if you have any questions about it!

First Annual Holiday Extravaganza!
November 29, 2012 at 8:00pm
Euro Gyro in Akron, Ohio

Join · 53 people went

November 14, 2012 at 10:53pm

Emily Lesak likes this. · Seen by 24

UAkronAMA @UAkronAMA Nov 30

There is still time to come and support at Euro Gyro on Exchange street! Come down and grab a #holidaybomb and an #AMAgyro before midnight!!

Expand Reply Retweet Favorite More

UAkronAMA @UAkronAMA Nov 27

Don't forget to tell your friends about the Holiday Extravaganza at Euro Gyro this Thursday from 8-12! #seeyouthere #spreadtheword

Expand Reply Retweet Favorite More

Courtney Driscoll @courtdriscoll Nov 30

#AMAHolidayExtravaganza was so much fun!

Retweeted by UAkronAMA

Expand



Twitter

UAkronAMA @UAkronAMA Nov 30


It's 8 o'clock! The UA AMA's Holiday Extravaganza has begun! Come out and support!

Expand Reply Retweet Favorite More

Join the AMA

October 1st, 8-10am

The main officers were present at the event. We had a table in the CBA concourse in which we could hand out flyers, coffee, and donuts. To raise awareness about student organization and upcoming events in the following weeks. Our overall strategy was to get business students to talk to the officers to provide information about the AMA. We offered coffee and donuts as a way to attract new members. By getting information about the students we could create a mailing list.




American Marketing Association

It's not difficult to realize that the power of marketing engages us every day. Join the University of Akron's newest organization and be part of a growing community of like-minded individuals. Develop your marketing knowledge, gain resources and support, and foster your success today and into the future.

Email us at AMA@uakron.com
University of Akron American Marketing Association

[t](#) [f](#) [in](#) [Organize](#)

WWW.MARKETINGPOWER.COM



Odell Coleman



Coleman is currently managing the AMA professional students. He spoke at semester kick off event Odell Coleman Jr. is the Principal of ColemanWick, LLC. He spent five years working in university outreach and marketing at Case Western Reserve University and The Cleveland Clinic, where he conducted research to support organizational initiatives and business development activities.

In addition to his work at ColemanWick, Odell is an adjunct market research professor at Notre Dame College. He also sits on the Alumni Board of The Weatherhead School of Management at Case Western Reserve University, the Board of Trustees at MHS Inc., and the Board of Directors for Ingenuity Fest in Cleveland.


Odell holds a B.S. from Kent State University, a Masters in Business Administration from the Weatherhead School of Management at Case Western Reserve University, the Board of Trustees at MHS Inc., and the Board of Directors for Ingenuity Fest in Cleveland.

He is a member of Kappa Alpha Psi Fraternity. Odell lives in Cleveland Heights with his wife and their recalcitrant dog, Cooper.


Euro Gyro Event

November 29th at 8:00pm



Y u no
come to AMA's
holiday extravaganza



On thursday
november 29th
come to EUROGYRO
@8pm and socialize
with the entire CBA

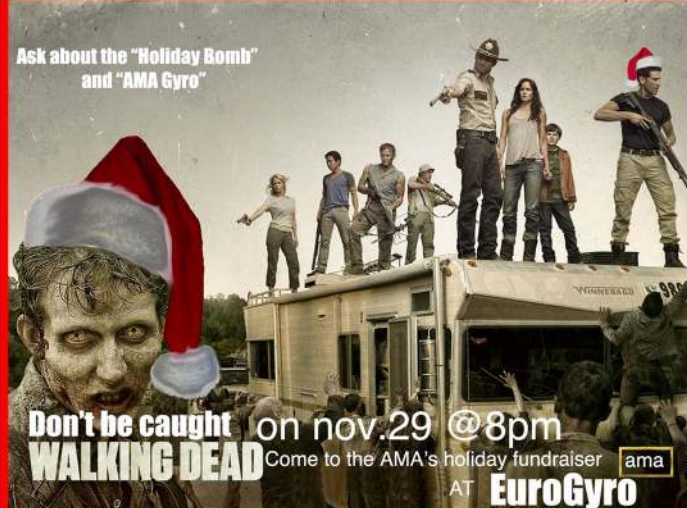


ask about the
AMA Gyro



The University of Akron's chapter Holiday extravaganza fundraiser. Purpose was to promote intercollegiate networking, idea sharing, and establish a petty cash fund. We contacted local restaurant, EuroGyro to set up an event and contacted other organizations to help out and join.

Ask about the "Holiday Bomb" and "AMA Gyro"



Don't be caught
WALKING DEAD

on nov.29 @8pm
Come to the AMA's holiday fundraiser
ama
AT **EuroGyro**

HOLIDAY

November 29th at 8:00pm

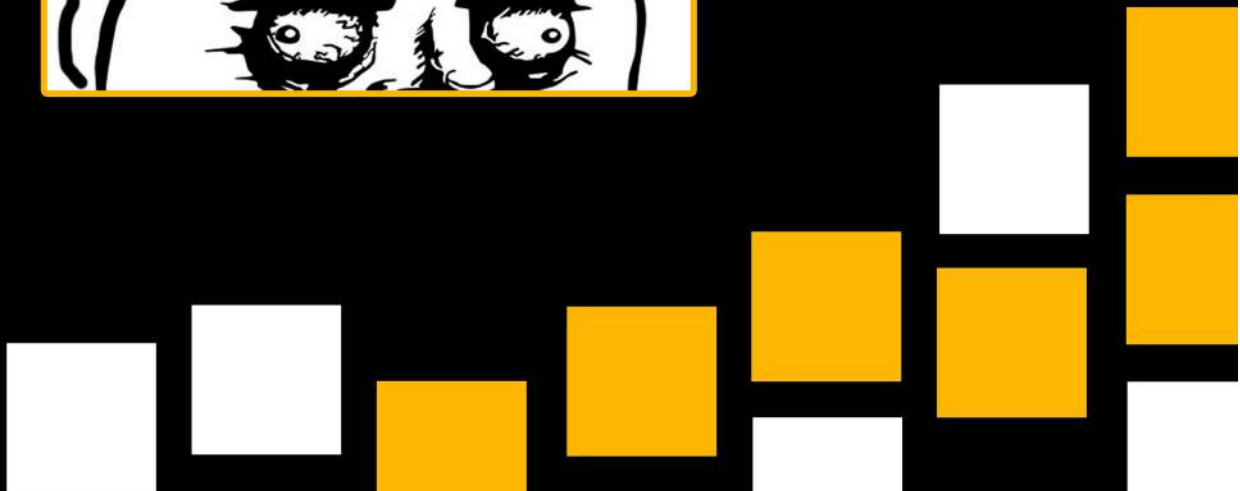
EXTRAVAGANZA

**Thursday Nov. 29th come to
AMA's
Holiday Extravaganza
@EuroGyro
8pm**



**Ask about the
AMA Gyro**

*Additional methods of
public relations by word
of mouth through Twit-
ter and Facebook.
Our event worked well
with 100 people show-
ing up and a small do-
nation.*





UAkronAMA
@UAkronAMA



LIVE. LOVE. MARKETING



Kordell Norton

January 30, 2013



The Akron/Canton Professional chapter had hosted their monthly seminar: a guest speaker on Marketing when there is NO budget. How to use out of the box thinking and apply it to real life.



Dollar
Renew
Authority Figure
Sound
Thirst
Illumination
Calories

Marketing has moved from commodity (1905) to experience driven (2005).

“People buy with emotion and justify with logic.”

Kevin Smith

Wednesday, February 8

"How to develop your personal brand"

Kevin Smith gave a presentation on personal branding on improving your message.

JOIN THE

AMA

american marketing association

FOR NEW AND CURRENT MEMBERS

WHEN WEDNESDAY, FEBRUARY 6

TIME 6PM

WHERE CBA ROOM 139

FEATURED SPEAKER KEVIN SMITH -
"HOW TO DEVELOP YOUR
PERSONAL BRAND"

ALSO, FOOD AND REFRESHMENTS
WILL BE PROVIDED.

If you have any questions please feel free to email amaakron@gmail.com.

GET LUCKY @ EURO GYRO



THURSDAY MARCH 14TH
8PM-CLOSE

GET LUCKY AT EURO GYRO

Kick off St. Patrick's Day weekend with the AMA!

- ✦ When: Thursday, March 14th
- ✦ Time: 8pm-close
- ✦ Where: Euro Gyro - Exchange Street
- ✦ What: Enjoy drink and food specials
- ✦ Fundraiser for: The University of Akron
American Marketing Association



GET LUCKY @ EURO GYRO

AMERICAN MARKETING ASSOCIATION FUNDRAISER





HELP JAMAICA'S LITTLE FEET.

**March 28th
1:00 to 5:00
CBA Room 139**



Please bring new or slightly used shoes to
The University of Akron Fresh Souls Shoe Drive
on March 28th. Help put fresh souls under
the feet of every Jamaican child.

FreshSOULs

Presented by The University of Akron

AMA SHOE DRIVE

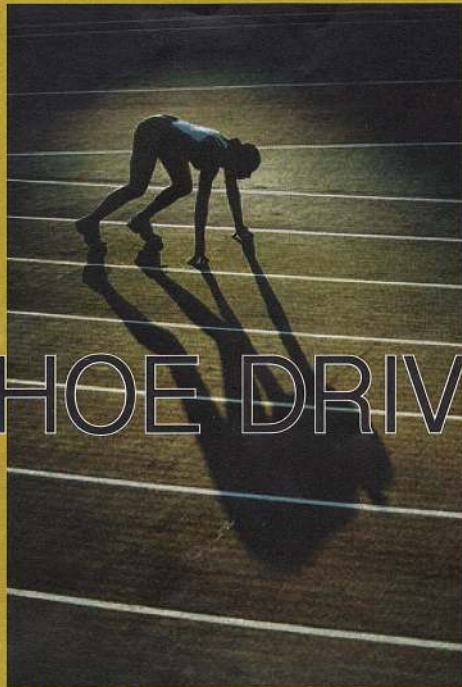
PARTNERSHIP WITH:

Fresh Souls

We will be collecting new and gently worn shoes to send to Jamaica this summer! All shoes go to the underprivileged children of Jamaica. Be the reason they keep their hopes and dreams alive.



"No child left behind."



SHOE DRIVE

[WHEN]

[WHERE]

Donate new or gently used shoes to
FRESHSOULS

The main **mission** is to increase the awareness of individuals in the Akron area to so that the organizations mission statement is organic.



Social Media

- **Facebook**
 - Must be updated continuously
 - Creating an interactive springboard for the root cause
 - Engaging with individuals on a daily basis
 - Controlling content
 - Always channels people into the website
 - \$15-30 per month
 - Internship through AMA
- **Twitter**
 - Can be used more as a flighting scheduled for fundraisers or events to engage directly.

Strengths

- FreshSouls is a new non-profit organization with lots of potential to develop and grow
- They have a dedicated CEO who has worked hard to get the organization created



Opportunities

- Campus resources:
- Social Media Management
- Website Optimization

Strategy

To utilize the strengths of FreshSouls through an assortment of marketing channels, vehicles, and mediums to contribute to the overall goal.

Fundraising

- CBA/College of Arts and Science shoe drive
 - This is going to be sample as well as a shoe drive
 - Primary data for the college segment
- Crowdsourcing
 - Kickstarter.com
 - Creating a Documentary
 - Raise Awareness
 - Raising Funds

Website Management

Google Analytics

Data includes:

1. Who accesses the site
 2. What they looked at
 3. When they visited and for how long
 4. From where they navigated to the website
 5. Keywords used to find the site
- Updating, maintaining, and constantly connecting the target market to the website
 - How to contact
 - Nearest donation site
 - Paypal donation

The University of Akron Collegiate Chapter



AMERICAN MARKETING ASSOCIATION

Portfolio Team

Kelley Gifford, Coordinator



Emily Joyce, Graphic Designer



Tom Farkas, Content Writer



Jamie Mapus, Manager



Ashton Talley, Member



A huge thank-you to the portfolio team. This would not be possible without their creativity, hard work and dedication. A big hand especially to the designer, Emily Joyce, and coordinator, Kelley Gifford, none of this would had been possibly without their commitment.