

**CONSTITUTION  
(Amended 2002, 2005, 2006 and 2008)**

**1. PURPOSE AND NAME OF THE ORGANISATION**

The organisation is a Learned Society whose primary purpose shall be the advancement of Marketing knowledge as a rounded discipline and profession. The name of the organisation shall be the **Academy of Marketing**.

**2. OBJECTIVES**

The overall objective of the Academy of Marketing is to further marketing education and research and to:

- a. Pursue activities and policy which further the professional development of marketing education.
- b. Encourage and promote academic research in marketing.
- c. Support marketing academics and associated staff as they develop their careers.
- d. Provide for regular liaison between marketing academics and associated organisations with related aims and activities for the benefit of members and the discipline.
- e. Foster a positive relationship between the requirements of practice and the academic discipline.
- f. Seek representation on the issues arising in these activities at the highest levels of government, education and industry, to secure recognition and action, where required.

**3. MEANS OF ATTAINING OBJECTIVES**

- a. By holding periodic meetings, including an Annual Conference.
- b. By setting up working parties, sub-committees, regional organisations, special interest groups and advisory panels, as appropriate.
- c. By promoting discussion and dialogue with organisations with similar interests.
- d. By working closely with other professional bodies to achieve its objectives.
- e. By arranging courses for training and practice in areas of study in marketing.
- f. By assisting and advising on the administration of scholarships, bursaries and grants in the field of marketing.
- g. By acting as a focal point for academic enquiry and progress.
- h. By promoting professionalism in marketing.
- i. By undertaking other activities as the Executive Committee sees fit to achieve the Academy's objectives.

**4. MEMBERSHIP**

Membership of the Academy of Marketing shall be open to those individuals whose employment is, or has been, directly connected with the above objectives. The Executive Committee shall resolve questions concerning an applicant's eligibility.

**5. OFFICERS AND EXECUTIVE COMMITTEE**

The Academy of Marketing will be administered by an Executive Committee consisting of a President and Vice President appointed by the Annual General Meeting, and individuals nominated by the Executive Committee, or by members three weeks prior to an AGM, and formally ratified by the organisation's members at the Annual General Meeting. These individuals comprise the Executive Committee:

- President
- Vice-President
- Chair
- Deputy Chair and Treasurer
- Secretary

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- Chair of the Education Sub-Committee
- Chair of the Research Sub-Committee
- Chair of the Advisory Panel of Regional Chairs
- Chair of the Advisory Panel of Special Interest Groups
- Editor of the Newsletter
- Other co-opted members as required

## **6. RULES**

The Academy of Marketing shall have and will adopt rules governing its day to day conduct including normal rotation and succession of the Executive Committee and its subsidiary groups. The rules shall not conflict with the provisions of the Constitution.

The Chair is responsible for formulating the overall policy and operations of the organisation in order to meet its objectives. The Secretary is responsible for convening meetings of the Executive Committee, and recording and circulating its minutes. The Deputy Chair is responsible for shadowing the Chair and as Treasurer is responsible for the budgeting and control of all expenditure attributable to the organisation.

## **7. FINANCE**

The Academy of Marketing shall have a central bank account and other accounts as necessary. Accounts of the organisation shall be prepared annually and be audited by an independent auditor. The organisation may accept any payments including subscriptions, donations, grants and receipts from trading activities.

## **8. GENERAL MEETINGS**

A minimum of three weeks prior notice of all general meetings shall be given to members. An annual report and statement of accounts shall be presented at the Annual General Meeting. Each AGM shall ratify nominated members to the Executive Committee and its subsidiary groups and where necessary elect members to the Executive Committee and its subsidiary groups. An Extraordinary General Meeting may be called by the Executive Committee or when requested by fifty members in writing to the President and Vice President.

## **9. AMENDMENTS**

Notice of any proposed amendment to the Constitution or Rules shall be made in writing to all members. Any amendments to the Constitution and its rules shall only be adopted by a majority vote at an AGM of the organisation.

## **10. CONSTITUTIONAL RULINGS**

Members may call upon the President and Vice President to rule on the Constitution and make recommendations to the membership. Such a ruling can be overturned only by a majority vote by the members at an AGM.

### **Rules on Appointment and Rotation of Officers (Adapted 1998 and 2005, 2008)**

#### **Principles**

In determining the composition and terms of office of the Executive Committee and any subsidiary groups, four principles were considered important.

1. Continuity and orderly succession
2. Experience in major offices
3. Regular rotation
4. Transparent procedure

#### **Officers and Members**

The Executive Committee shall comprise of the following:

President  
Vice President  
Chair  
Deputy Chair and Treasurer  
Secretary  
Chair of the Education Sub-Committee  
Chair of the Research Sub-Committee  
Chair of the Advisory Panel of the Regional Chairs  
Chair of the Advisory Panel of the Special Interest Groups  
Editor of the Newsletter  
Other co-opted members as required

The Chairs of the Sub-Committees, Advisory Panels and any other groups will nominate individuals to these Sub-Committees, Advisory Panels and any other groups to carry out the duties and activities of these bodies in line with the Constitution.

**Period of Office**

Nominated and ratified members shall serve terms of two years with normally a maximum period of six years of continuous office in the Executive Committee, Sub-Committees, Advisory Panels and any other groups. The Offices of Chair and Deputy Chair will be filled on the recommendation of the Executive Committee and ratified by the AGM. It is expected that the Chair will be succeeded by the Deputy Chair and that the latter will normally have experience of the Executive Committee as an Officer or Member. The President and Vice President are appointed by the AGM without fixed term until such time as an AGM wishes to re-appoint to the posts. The Executive Committee appoints all other posts, from the current membership of the Academy, with ratification by the AGM.