

## **MARKETING BOARD BY-LAWS**

**PREAMBLE:** The purpose of these By-Laws is to provide structures and procedures for the Marketing Board.

### **ARTICLE I. NAME, PURPOSE AND CALENDAR YEAR (OPERATION)**

Section 1. The name shall be the Associated Students Marketing Board, hereafter referred to as Marketing Board or the Board.

Section 2. The purpose of the Board is:

- A. Work as a team to publicize and promote the events and services provided by the Associated Students.
  - 1. All marketing, advertisements and promotions for AS-sponsored events will be funded by the Board whether or not the product is produced or designed on or off campus.
  - 2. All marketing, advertisements and promotions for USD clubs, organizations and departments events not co-sponsored with AS may be created by the AS Director of Marketing, but may not be funded by AS Marketing.
  - 3. Marketing, advertisements and promotions may be defined by AS Marketing for all clubs and organizations who obtain funds from Budget Committee for an event. AS Marketing will fund such products if produced on-campus unless specified by the Board.
- B. Discuss marketing strategies to most effectively reach the USD community.
- C. To coordinate, delegate, and implement marketing activities among the members of the Board and other AS Representative committee members.

Section 3. The Board's calendar year shall run from September to May.

## **ARTICLE II. MEMBERSHIP**

Section 1. Membership shall consist of:

- A. Associated Students appointed Directors:
  - 1. Director of Computing
  - 2. Director of Corporate Relations
  - 3. Director of Marketing
  - 4. Director of Multimedia Services
  - 5. Director of Public Relations
  - 6. Historian
- B. Any member of the Associated Students who wishes to attend.
- C. Associate Director of Student Activities, and corresponding Graduate Assistants.
- D. Faculty, staff, and administration as deemed appropriate by the Executive Board and/or Marketing Board Chair.

Section 2. The Chair of the Board shall be the Director of Marketing.

## **ARTICLE III. MEETINGS**

Section 1. The Board shall meet weekly during the regular school session, unless deemed inappropriate by the Chair (i.e. conflicts with other university events).

Section 2. Meeting Objectives:

- A. Work to create marketing campaigns for each AS event and any event presented to the Board by student organizations on campus.
- B. Work to encourage corporate sponsors for all major events.
- C. Discuss weekly items to be included in the AS web page.

## **ARTICLE IV. PROCEDURE**

Section 1. A majority of the Board must be present before decisions are made.

Section 2. Decisions shall be made based on consensus of the Board, following adequate discussion.

#### **ARTICLE V. FUNDING**

Section 1. Funding for the Board's events and procedures shall be allocated by the AS Operations budget.

#### **ARTICLE VI. AMENDMENTS**

Section 1. These By-Laws shall be amended in the following way:

- A. Any member of the AS Senate or Marketing Board may submit a proposed amendment during any regular AS Senate meeting.
- B. AS Senate must approve the proposed amendment, no sooner than the next scheduled Senate meeting.
- C. All proposed amendments must be posted publicly for a period of seven days and submitted to the Chair of the Board on the first day of posting.
- C. A two-thirds majority vote of the AS Senate is necessary for the adoption of any amendment to these By-Laws.

#### **ARTICLE VII. RATIFICATION PROCEDURES**

Section 1. These By-Laws shall be submitted to the AS President yearly for administrative approval and be subjected to the right of appeal by the President of the University of San Diego and the Board of Trustees.

Section 2. Final ratification of these By-Laws will be effected by a two-thirds vote of the AS Student Senate, yearly.

REVISED SEPTEMBER 21, 2000