

AMERICAN MARKETING ASSOCIATION

MEETING MINUTES DECEMBER 2, 2008

- Exec Reports
 - Projects
 - Outlines for next semester and set goals.
- Evaluations of Elizabeth from Career Center
- Committee Head Reports
 - Recruitment Video:
 - Two people talking in the library. One has read every book in the library. Decided to make it a big deal where they go walk around the library reading books and then they walk out and have the campus congratulating them with banners. Marketing accomplishment.
 - Casino Night:
 - Made \$120
 - TruTube Video/AMA Brochure
 - Designing the brochure.
 - Made a video and it has been sent in.
 - Athletics:
 - Sponsors for the athletics department for give-a-ways during the games.
 - Independent Film:
 - Committee head not present but no report.
- Evaluation of Casino Night:
 - Strengths:
 - A lot of AMA members in attendance.
 - Good at not making people feel weird with so many AMA members
 - Like that it was a Casino Night and not just Poker.
 - Doesn't take much money to get it going.
 - Weaknesses:
 - Room/Space
 - See if we could get the Georgian Room
 - Number of people that showed.
 - Try having a poker night that has casino games for those that loose at poker.
 - Ideas for Advertising:
 - Haley Ray has a promotional timeline.
- Interest in New Orleans Trip March 26-28, 2009
 - Leaving Thursday returning on Sunday.
 - Registration deadline will be announced.
 - 10ish members interested
- Fundraising:
 - Valentine's Eve Speed Dating
 - Scarves