
2025-2026

UNIVERSITY of
SOUTH FLORIDA



University of South Florida Chapter Plan

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Chapter Overview

& SWOT ANALYSIS

The American Marketing Association at the University of South Florida's (AMA USF) mission is to enhance members' professional development through **practical marketing experience, philanthropy, and mutually beneficial relationships** with business connections from within AMA, USF Muma College of Business, and the community.

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- Well-structured Executive Board (E-Board) with 21 members and a dedicated general body of 62 members.
- Multiple involvement pathways with 9 committees and 4 major career and networking events for students.
- Cumulative 3,432 followers on social media platforms: Instagram, TikTok, LinkedIn, and BullsConnect (USF's student organization forum).
- ICC 2025 wins: AMA USF earned top 20 out of all AMA chapters and placed in five competitions. 1st place in the Website Competition and 3rd place in the T-shirt Design Competition. Honorable mentions: Social Impact Video, Recruitment Video, Case Competition.
- AMA USF Advisory Board is composed of 21 Tampa Bay professionals who assist in opportunities such as internships, entry-level jobs, mentorship, and hands-on experiences.

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- Reduced attendance towards the end of the semester due to higher academic demands.
- 27 graduating seniors from 2025 have resulted in a knowledge and experience gap.
- Lack of consistent event attendance outside of the general body and committee meetings due to time and location variance.
- Annual dues of \$45 create a barrier to entry for prospective members.
- Classes during E-Board meetings prevent 100% E-Board attendance.
- Limited event space availability creates scheduling challenges for large-scale networking events.

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- USF consolidation of its three campuses (Tampa, St. Petersburg, and Sarasota-Manatee) and the establishment of a School of Management and a School for Executive Education increases the potential member base.
- The creation of the Bellini College for Artificial Intelligence provides an opportunity for AMA USF to access new AI research and expertise for student utilization.
- The Nault Center for Entrepreneurship provides an incubator environment and entrepreneur workshops. They have a strong history of event partnerships and workshop opportunities.
- The rise of firms specializing in digital marketing within the Tampa Bay region provides increased internship and shadowing experience for AMA USF members to practice social media management, SEO, and content creation.
- LinkedIn Learning's partnership with USF allows members to access a large library of knowledge and certifications for free.

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- Increased economic pressures due to inflation and macroeconomic cycles decrease the purchasing power of club funds.
- Frequent and unpredictable hurricane seasons disrupt local businesses and schools, causing extended school closures and recovery periods that hinder community partnerships and engagement opportunities.
- Rapid evolution of marketing technology within SEO algorithm restructuring and new AI capabilities and platforms runs the risk of classroom skills becoming obsolete or not keeping pace with new knowledge.

Goals & Objectives

1. **Professional Development (Pro Dev):** Bridge the gap between students and employers by facilitating meaningful connections that lead to internship and job opportunities. Through curated workshops, speaker sessions, and employer-led events, the Professional Development Committee aims to prepare members for life after graduation by **building confidence, sharpening career skills, and expanding professional networks.**
2. **Consult-A-Bull (CAB):** Run a student-led marketing agency that provides small businesses and nonprofits with tailored marketing strategies, including creative content, social media management, and digital support, while **giving students hands-on agency experience** to develop professional skills.
3. **ICC:** Provide members with an exemplary opportunity for **professional development, networking, and recognition of accomplishments** from the chapter's operating year. Improve or maintain overall ranking from 2025's placement in the top twenty, and have 80% of members in attendance participate in AMA national competitions.
4. **Case:** Place among the semi-finalists or higher in the 2025-2026 AMA Collegiate Case Competition by prioritizing **research-driven growth**, fostering an inclusive and collaborative team environment, and conducting structured primary research to gather **actionable consumer insights**. These insights directly inform innovative marketing strategies aligned with the sponsor's goals.
5. **Social Impact:** Strengthen AMA USF's role in the Tampa Bay community by creating meaningful service opportunities, promoting sustainability, and leading charitable initiatives. Through volunteer events, farm partnerships, and awareness campaigns, the Social Impact Committee aims to engage members in hands-on experiences that **address local needs** and highlight the chapter's **commitment to social responsibility.**
6. **Finance & Fundraising:** Drive financial growth by executing impactful fundraising initiatives that support and strengthen community ties. Through **strategic partnerships and engaging events**, the committee aims to **secure resources** that enable the chapter's programs and offerings.
7. **Membership:** Expand and retain the member base through **recruitment initiatives and fostering a strong sense of community.** The committee aims to attract new members, strengthen retention, and **improve member value** through an ambassador program, strategic outreach, and events.
8. **Events:** Enhance member engagement and AMA USF's on-campus presence through Marketing Week, monthly socials, and semester-end banquets. Deliver high-impact events that **connect students with industry professionals** and foster community. **Inspire students** to pursue marketing learning and leadership opportunities.
9. **Communications:** Strengthen internal and external communication channels to **increase engagement, visibility, and brand consistency.** Maintain 80% member adoption on Slack, optimize task and document flows, grow social media presence by 10-25% across Instagram and LinkedIn, and produce weekly podcast episodes with an average of 15-20 streams. Ensure timely, professional updates through email, website, and social platforms to **keep members informed and connected.**
10. **Chapter Operations:** Foster cross-committee collaboration through **strategic event planning and marketing initiatives** while ensuring every E-Board member has the tools, resources, and support needed to excel in their roles and achieve both **personal and professional growth** as they execute chapter responsibilities.

Professional Development



Professional Speakers

Goal: Schedule 5 speakers per semester to discuss different marketing subsets. Assemble a calendar with a detailed General Body Meeting schedule.

Strategy: Network with professionals in the Tampa Bay Area through LinkedIn, career fairs, networking events, and the AMA USF professional contact database. Bring speakers from different backgrounds

Fall 2025 Speakers:

(8/26) Jamie Jenkins, Avoiding the Flim Flam

(9/2) Arielle C. Baril, Business Journey

(9/23) Leslie Mattern, Adobe Ask Me Anything

(10/7) Ammar Zalatimo, Marketing Career Paths Beyond the Textbook

Workshops

Goal: Facilitate three workshops per semester with an average of 25 students in attendance.

Strategy: Deliver personal branding and career-advancing workshops with hands-on, certification experiences.

(9/16) Content Day and Marketing Strategy

(11/4) Perfect Pitch

Mentorship Program

Goal: Provide 3 group mentorship events

Strategy: Substitute one Executive Board Meeting (EBM) per month for a group mentorship meeting for students to interact with mentors in an informal setting and receive advice.

(9/23) Group Mentorship Meeting #1

(10/13) Mentorship GBM

(11/4) Group Mentorship Meeting #2

Goal: Establish 7 individual mentor-mentee relationships.

Strategy: Encourage communication via LinkedIn, coffee chats, and shadowing opportunities.

Employment and Internship Opportunities

Goal: Identify and share 10 relevant internship opportunities with the chapter throughout the semester.

Strategy: Utilize the website, an internship marketing campaign, and organic outreach to identify and promote internships.

Consult-a-Bull



Agency

Goal: Provide real-world agency experience and grow student skills by building and maintaining a team of 10 dedicated student members by September 2025, divided into account, creative, digital, and social teams.

Strategy: Structure the agency with defined roles: Account Director (leads bi-weekly meetings with clients to ensure alignment and progress), Creative Director (oversees all branding, logos, and graphic design), Digital Director (manages website development, SEO, and email campaigns), and Social Media Director (manages social media strategy, storytelling, and content creation).

Goal: Deliver 90% of client projects on time with professional quality and collect client feedback in October and December to measure satisfaction and identify areas for improvement.

Strategy: Host weekly internal team meetings starting September 2025 to track progress and delegate tasks effectively, conduct a mid-semester check-in (October 2025) to evaluate operations and address challenges.

Branding

Goal: Launch and strengthen CAB's brand identity by posting at least two pieces of content per month on AMA USF's social media platforms (LinkedIn, Instagram, etc.) starting September 2025. Promote CAB's services to increase awareness and attract new clients.

Strategy 1: Collaborate with AMA USF's marketing committee to design social media campaigns that showcase CAB's capabilities in branding, content creation, SEO, website design, and analytics.

Strategy 2: Highlight student team members and client success stories to position CAB as a premier student-led agency on campus and in the community.

Client Relations

Goal: Partner with at least four local businesses or nonprofits by December 2025 to execute marketing plans and raise at least \$2,000 per year in donations or sponsorships to support CAB's operations and growth.

Strategy 1: Reach out to potential clients during **July and August 2025**, focusing on both new partnerships and renewals with previous clients (e.g., Appily and Zelma's Website), and develop a client outreach plan that highlights CAB's value as a cost-effective, creative, and student-driven agency.

Strategy 2: Schedule bi-weekly client meetings led by the Account Director to maintain consistent communication and project alignment.

Community Relations



Case Competition

Goal: Achieve a Semi-Finalist Award or Higher in the 2026 AMA Case Competition

Strategy 1: Create and follow a weekly timeline from **October 2025** to submit the final case by **December 2025**. The team will review two past honorable mention submissions for improvement insights.

Case Deadlines

(11/12) Intent to Participate

(12/5) Full Case Plan and Entry Form Due

Strategy 2: Monthly check-ins with a marketing research associate professor to guide research strategy. Have the Faculty Advisor, MRAP, and the AMA USF President review a complete draft in **November**.

Goal: Strengthen Primary Research Initiatives to Guide Strategies

Strategy: The committee will conduct company research and industry analysis. Focus groups and surveys will gather target audience data. Surveys will be supported by budgeted incentives of \$400.

Goal: Build a committee with 8 students.

Strategy: Recruit and train members through interviews and meetings, assigning roles such as Research Analyst, Creative Specialist, and Budget Analyst.

(10/28) Case Day

AMA International Collegiate Conference (3/12-3/14)

Goal: Have at least 20 AMA USF members attend. Have at least 15 members represent the chapter in competitions. Have 1 member apply for scholarships.

Strategy: Advertise professional development opportunities, keynote speakers, and other interactive experiences they can gain at the event. Use the points system to fund active members' expenses. Encourage member participation in competitions.

Website Competition

Goal: After receiving 1st place in the 2025 AMA Collegiate Website Competition, remain in Top 3.

Strategy 1: Ensure that important information, such as membership, can be found within 1-2 clicks on the website

Strategy 2: Increase website sessions by 20% by housing 100% of event tickets and registration on the e-commerce shop and utilizing the newsletter and social media platforms.

Strategy 3: Conduct a merchandise competition in both the fall and spring semesters, with winning designs featured and sold on the e-commerce shop.

Website Deadline:

(11/12) Website Competition Submission Deadline

Best Recruitment and Social Impact Video Competition

Goal: Have the Membership and Social Impact committees produce videos to submit to the ICC competition. Have both videos rank at ICC with Honorable Mentions or higher.

Strategy: Work with AMA USF committee members for video creation. Develop creative briefs and production timelines. Connect and collaborate with film students to assist in production and editing.

Video Deadline: (11/12) Submission Deadline

Collegiate Relations

Goal: Have at least 1 AMA USF member attend a Florida AMA chapter's conference and actively participate.

Strategy: Advertise the opportunity to all members, highlighting the value of the conference.

(10/24) AMA UCF Conference

Social Impact



Youth Food Insecurity Fundraising

Goal: Raise at least \$150 through a one-month charity campaign running from late October into November, supporting youth food insecurity in Tampa Bay.

Strategy: Plan fundraising through donation boxes, QR codes for secure digital giving, and tabling with small incentives. Launch campaign with engaging social media content to explain the cause and encourage student contributions.

(10/20) Launch fundraising marketing campaign

Volunteer Opportunities

Goal: Host 6 total volunteer events with 30+ members participating, including projects that address food insecurity, environmental sustainability, and mental health.

Strategy: Coordinate volunteering opportunities with partners (Feeding Tampa Bay, the Humane Society, and Cards2Warriors), promoting sign-ups during GBMs, on Slack, and across social media.

Non-Profit Marketing Partnership

Goal: Strengthen AMA USF's community impact by partnering with a local nonprofit to support their mission through volunteer events, social campaigns, and educational content.

Strategy: Partner with Consult-A-Bull as a client to develop graphics, update and reframe brand guidelines, design social media strategies, launch a LinkedIn presence, and complete a comprehensive website analysis, all aimed at strengthening their overall brand and market position.

AMA Service Week

Goal: Execute AMA Service Week in April with USF Giving Week, featuring 3 service events.

Strategy: Coordinate early approvals and begin marketing the week of March 23. Include a kickoff event to introduce AMA's community goals, a dynamic on-campus clean-up with Keep Tampa Bay Beautiful, and a collaboration event with another student organization.

Finance & Fundraising



BULLcaneers

Goal: Collaborate with the Tampa Bay Buccaneers and Fanatics to raise at least \$4,000 for AMA USF by volunteering at home games. Enhance our relationship with the Buccaneers and strengthen members' sales and customer-relations skills.

Strategy: Reach out to Fanatics at least two months before the football season and prepare a contract to have at least 7 members volunteer for game day operations at six separate games, in exchange for \$110 per person.

(9/21) Tampa Bay Buccaneers (TB Bucs) vs. New York Jets

(9/28) TB Bucs vs. Philadelphia Eagles

(10/12) TB Bucs vs San Francisco 49ers

Community Building Fundraisers

Goal: Host monthly fundraising socials to build a sense of community and raise \$600 over the course of the academic year.

Strategy: Utilize restaurant fundraisers, movie nights, and opportunities with surrounding businesses, such as Chipotle, Blaze Pizza, and Fresh Kitchen, to host social events.

22nd Annual ScramBULL Golf Tournament

Goal 1: Host the Annual ScramBULL Golf Tournament for its 22nd year. Obtain 80 golfers and raise \$25,000.

Strategy 1: Organize a planning team of at least 8 members to plan the golf tournament. Contact local golf courses and secure a date with the one that offers the best deal. Prepare a detailed budget outlining expenses and craft a marketing plan to attract volunteers, participants, and sponsors. Create a webpage for potential golfers to learn more about the event and register online. Analyze the previous tournament's post-event surveys and use them to outline areas for improvement for the 22nd tournament.

ScramBull

Goal 2: Secure 12 event sponsors, 20 raffle items, and 15 silent auction items.

Strategy 2: Prepare a detailed budget plan outlining expected costs and create a tiered sponsorship package encompassing items such as competitions, holes, food and beverage, photography, and golf cart sponsors. Send this package to local businesses that have supported the tournament in prior years. Collaborate with local businesses and large corporations to secure unique, attractive raffle and silent auction items by passing out flyers, tabling, and posting on social media.

(1/20) ScramBULL Preparation GBM

(1/23) 22nd ScramBULL Golf Tournament

Membership

AMA Points system

Goal: Record engagement within the AMA USF chapter and reward members with points to exchange for rewards.

Strategy: Use BullsConnect and Google Sheets to track and record the points a member earns each semester by engaging with AMA USF. Distribute rewards, including points and AMA merchandise, to incentivize members. Enhance communication with directors to ensure accurate attendance records.

Tabling

Goal: Engage with at least 400 potential AMA members through tabling initiatives on campus.

Strategy: Schedule and execute at least 2 tabling events per month at different locations on campus, as well as participating in the university's weekly Bull Market.

(8/27) Week of Welcome

(9/10) Student Organization Fair

(10/1) Bull Market

Week of Welcome

Goal: Engage with at least 15 non-member students who are interested in AMA through free marketing-inspired events on campus to promote the organization.

Strategy 1: Organize and host four welcome events during the second week of the semester, with 8 participants at each event to connect USF students with AMA.

Strategy 2: Host one educational meeting about AMA to introduce at least 3 potential new members to AMA USF's mission, events, and committees.

(9/4) AMA 101

In-Class Marketing

Goal: Present AMA to 450 students in business classroom settings and receive 3 new memberships from AMA presentations led by current executive board members.

Strategy: Request professors to post AMA membership information to Canvas for their students. Promote AMA by showing the previous recruitment video to show how AMA can benefit USF students.

(9/8) Principles of Managerial Accounting

(9/10) Marketing Management Problems

(9/15) Basic Marketing

Ambassadors Program

Goal: Strengthen member retention and engagement within AMA USF by fostering a welcoming, supportive environment that encourages active participation and connection among all members.

Strategy: Appoint and manage a team of 4 AMA USF Ambassadors that will enhance the member experience by promoting active engagement during AMA meetings, highlighting available opportunities within the organization.

(9/23) Ambassador Applications Open

AMA-zing People of the Month

Goal: Recognize one general member, one E-Board member, and one committee each month that exceeds expectations.

Strategy: Converse with committee directors to decide award recipients who have made outstanding progress and reward them with AMA points and/or merchandise. Announce the members at the first GBM of each month.

Meeting Icebreaker

Goal: Create a welcoming and interactive environment through icebreakers and extra socializing time before the start of GBMs.

Strategy: Develop icebreakers for each meeting and allocate additional socialization time before each meeting starts. Provide each table with a printed question to facilitate interaction and help attendees get to know one another.

AMA New Graduate Membership Offer

Goal: 10 AMA USF graduates will claim their free 1-year membership to the AMA professional chapter.

Strategy: Promote the benefits of AMA professional membership to current members during GBM announcements, emphasizing the opportunity for soon-to-be graduates. Inform alumni of this exclusive offer through newsletters and LinkedIn.

Events



Marketing Week (10/20-10/24)

Goal: Have an average of 25 students at each event and 70 unique students attending Marketing Week overall.

Strategy: Host 6 events in one week, focused on the world of marketing. Promote the event to USF students through email, social media, and on-campus television screens.

Goal: For the logo competition, receive 15 submissions to send to the Consult-a-Bull client.

Strategy: Highlight prize of \$50 Visa gift card. Host informational session. Organize submissions through Google Forms. Have the client choose the winner.

Goal: Utilize cross-committee collaboration to create a bingo challenge throughout the week. Students will submit their final cards to enter a raffle.

Strategy: Promote the bingo at each event and on social media. Award swag bags for raffle winners.

Social Events

Goal: Plan and execute monthly social events, 5 each semester. Have an overall attendance of 20 members, with 4 prospective/non-AMA members.

Strategy: Use semesterly surveys to determine specific event interests. Budget, plan, and carry out the events. Events will be announced at GBMs and promoted on Slack, BullsConnect, and social media.

Banquet

Goal: Host end-of-semester banquets to commemorate AMA student achievements throughout the semester. Have 50% of current members in attendance.

Strategy 1: Book venue and catering services, budget effectively for the event, create an itinerary of activities, and promote the event to students during weekly meetings and on social media.

Strategy 2: Create personalized superlatives for each attendee.

(12/2) Winter Banquet at The Tampa Club

(4/28) Spring Banquet, Location TBD



Internal Communication



Slack

Goal: Have 80% of general body members on the AMA USF Slack channel for updates, events, and opportunities.

Strategy: Send exclusive updates, reminders, internships, and job opportunities to the #PaidMembers Slack channel. Send non-exclusive updates to the #AllMembers channel, which is composed of potential but not yet paid members.

Google Drive



Goal: Optimize the AMA USF Google Drive so it is easy to navigate. Include all essential documents related to plans, projects, campaigns, and executive onboarding. Share with all E-Board members. Use as a transition tool for future onboarding processes.

Strategy: Recruit 1 student to maintain the labeling and organization for all 9 committees and events throughout the school year. Remind the E-Board monthly to make sure all documents are placed into Google Drive so all of AMA USF has easy access to deliverables.

External Communication

Social Media Channels

Goal: Increase followers, reach, and engagement through innovative and engaging marketing campaigns.

By the end of the academic year:

- **Instagram:** Increase followers by 10% and average annual reach and engagement by 15% compared to last year.
- **LinkedIn:** Increase reach and followers by 15% and engagement by 25%.

Strategy per platform includes:

Instagram: Use the strong presence to increase reach to potential members and promote activities. Post two to three days a week. Reserve days for GBM announcements.

LinkedIn: Increase platform engagement with the Tampa Bay community through speaker highlights, company tags, and event recaps. Emphasize community involvement and networking opportunities.

Website

Goal: Reach an average number of site sessions of 2,500 per month

Strategy: Direct potential AMA members, current AMA members, and business/partners to the website through social media channels such as Instagram, LinkedIn, and TikTok, in addition to direct outreach and email communications.

Continue to track the number of website sessions weekly to reach this goal and modify our communication strategy when needed.

Goal: Successfully integrate the payment platform into the website, driving more clicks to the fundraising page, exceeding previous fundraising contributions by 5%.

Strategy: Integrate a payment platform into the AMA USF chapter website to make payments easier for AMA members and external parties.

Email Communication

Goal: Strengthen student involvement by featuring AMA member stories, leadership spotlights, and campus marketing resources. Aim for 15% more replies and survey responses.

Strategy: Add a “Last Week Highlight” and “What’s coming next” section to the biweekly newsletter. Use quick polls and short surveys to encourage feedback. Track responses through BullsConnect.

Live Streams

Goal: Offer live-streaming access for at least three GBMs, ensuring virtual participation from students across all three USF campuses.

Strategy: Host GBMs through Microsoft Teams to provide remote access and comply with USF email requirements. Share participation links across all communication channels, including social media and Slack.

Podcast

Goal: Release one podcast episode each week with an average of at least 15-20 streams per episode across all platforms. Include a video component on YouTube and Spotify. Maintain a four-star average rating on Spotify, Apple Music, and Google Podcasts.

Strategy: Produce 30–45 minute episodes every Friday with guest speakers and publish them the following Monday at noon on Spotify and Apple Podcasts.

Calendar of Events

AMA USF utilizes a Google Calendar for all events pertaining to the chapter. The calendar is available to everyone through social media, the AMA USF website, and the newsletter, etc.

Link: https://bit.ly/AMAU_SF_Calendar

Chapter Operations

The AMA USF governing team is composed of a **President, 2 Co-Executive Vice-Presidents (EVPs), a Vice President of Marketing, a Vice President of Professional Development, 2 Treasurers, and a Secretary**. These officers are responsible for overseeing and advising the committees under their jurisdiction and planning chapter objectives before each semester.

Presidential & EVP Selection

Upon graduation or term completion of an AMA USF President, the qualified EVP will be promoted to fill the role. Have the current team nominate an E-Board member to interview for the remaining EVP position.

Director & Assistant Director Selection

In **March 2026**, AMA USF will open E-Board applications to all members. Current leaders may request to continue in their roles. Over two weeks, candidates will apply, select up to two areas of interest, and submit a resume and LinkedIn profile. All applicants will be interviewed to ensure equal opportunity. Positions will be promoted across multiple channels to attract a diverse pool. After interviews, the incoming leadership team will select the most qualified candidates.

Executive Board Onboarding

Goal: Host one monthly meeting over the summer to evaluate the FY25-26 Chapter Plan, conduct speaker outreach, budget, and reserve event venues.

Strategy: Utilize Teams, Google Forms, and Slack to coordinate and meet across time zones.

Goal: Organize a kick-off event at the start of each semester to equip officers with the skills and knowledge necessary for their roles. Have 90% of the Directors in attendance.

Strategy: Develop a comprehensive onboarding program with workshops, team-building, and leadership training.

Executive Board Meetings

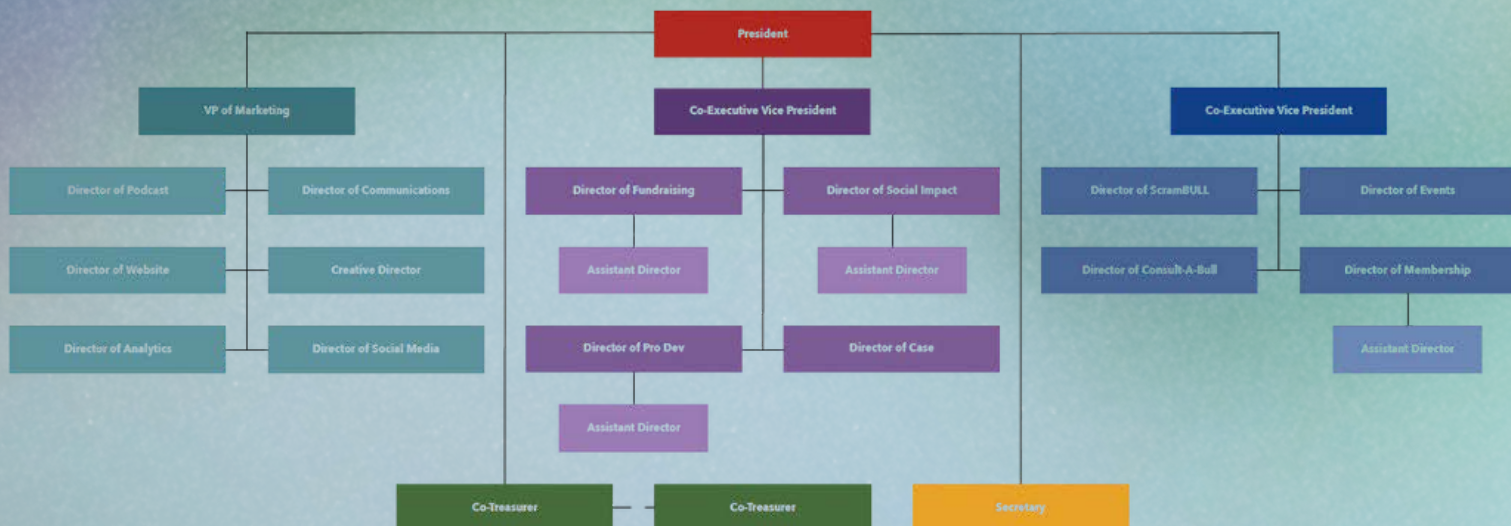
Goal: Meet **Tuesdays at 3:45 PM** before the GBM with 70% of E-Board following a biweekly rotation of Town Halls and Board of Directors Roundtables.

Town Halls: Biweekly full E-Board meetings (Directors and Assistant Directors) to coordinate chapter activities. Includes breakout groups for detailed committee discussions and leadership support.

Roundtables: Biweekly sessions with Directors focused on brainstorming projects and professional development through workshops on recruitment, communication, event planning, and marketing.

Advisor Meeting

Have the governing team meet with the Faculty Advisor **every Monday at 12 PM**. Share with the Faculty Advisor updates from the committees under their respective jurisdiction, and receive guidance for further improvement



General Body Meetings

Goal: Average 50-60 members attending each GBM with a 50% retention rate of member attendance.

Strategy: Every Tuesday from 4:45 PM to 6:00 PM.

In the first 15 minutes, the President updates members on initiatives, events, and involvement opportunities, followed by 10 minutes of networking and Committee recruitment. The remaining 50 minutes are allocated for an AMA-USF specific initiative, such as professional development guest speakers, workshops, or committee days.

Committee Meetings

Goal: Execute committee objectives and maintain active participation with at least seven engaged members per committee.

Overview: Directors hold weekly meetings with ADs and members, supported by leadership in developing processes and assigning tasks. Leadership attends each committee meeting at least twice per semester. Engagement is tracked through task completion.

Committee Meeting Times

CAB: Thursdays 4:30 PM- 5:30 PM

Case: Thursdays 3:45 PM-4:45 PM

Events: Tuesdays 10:00 AM- 11:00 AM

Fundraising: Mondays 12:30 PM - 1:30 PM

Marketing: Tuesdays at 6:30 PM- 7:30 PM

Membership: Mondays 2:00 PM- 3:00 PM

Pro-Dev: Mondays at 3:30 PM- 4:30 PM

ScramBull: Wednesday 5:00 PM- 6:00 PM

Social Impact: Mondays 5:00 PM- 6:00 PM

Advisory Board

AMA USF has an Advisory Board composed of 28 Tampa Bay business and marketing professionals and the AMA USF Faculty Advisor.

Goal 1: Meet every quarter to evaluate the operational and financial state of the organization. Provide feedback and support to AMA USF leadership in the development of initiatives. Establish the student organization's presence in Tampa Bay's business community.

Strategy: Announce upcoming Advisory Board meetings at the beginning of each year. Require in-person attendance at three-fourths of meetings. These meetings will serve as a platform for updates and synergy. (8/27, 10/23, 1/2026, 4/2026)

Goal 2: Strengthen student-professional engagement through Advisory Board committees to provide 4 internship opportunities, quarterly career development initiatives, and 2 mentor-mentee events to enhance members' learning and networking experiences.

Strategy: Advisory Board committees consist of: Professional Development, Mentorship, Internships, and Entry-Level Careers. These committees work directly with students from the E-Board to amplify the learning experience and community support.

Budget

Current Balance (as of 08/27/25)	\$18,300
Projected Revenue FY25-26	
AMA USF Dues	\$3,500
E-Commerce	\$800
Events	\$2,800
Fundraising	\$7,000
Consult-a-Bull	\$1,500
ScramBULL	\$25,000
Total Expected Revenue	\$40,600
Projected Expenses FY25-26	
Membership Codes	\$3,000
E-Commerce	\$1,000
Meeting Refreshments	\$1,200
Advisory Board	\$500
Software	\$450
Events	\$2,000
Fundraising	\$100
Consult-a-Bull	\$100
ScramBULL	\$5,000
Case	\$500
Marketing	\$50
ICC	\$25,000
Total Expected Expenses	\$38,900
Expected Ending Balance	\$20,000



MARKET-A-BULL REMARK-A-BULL AMA-ZING



AMERICAN MARKETING
ASSOCIATION

University of South Florida