

AUSTRALIAN MARKETING INSTITUTE

STUDENT MEMBERSHIP

INFORMATION AND APPLICATION



AMI Memberships helps me build my professional network while providing valuable mentorship opportunities that guide me in a profound manner.

What will your AMI Member story be?

THE PROFESSIONAL ASSOCIATION FOR MARKETERS

www.ami.org.au

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**AMI** AUSTRALIAN[™]
MARKETING
INSTITUTE

STUDENT MEMBERSHIP

Join the Australian Marketing Institute and begin your career in marketing

The Australian Marketing Institute (AMI) is the professional body for marketing practitioners. We represent professional marketers across all disciplines; industries and company sizes.

One in two adults in the working population have something to do with Marketing in their roles i.e. acquiring customers; retaining customers or improving the customer experience.

That is over 6 million people!

While many roles are under threat of automation, creative professions such as Marketing are not yet one of them. Marketing is experiencing strong **double digit jobs growth** and will most likely continue to do so. In the Federal Government Jobs 2016 report Customer Experience Marketing is Top 5 ranked growth professions to 2035.

Our purpose is to provide cutting edge marketing theory and practice to fuel progress in the careers of Marketers.

Why become a student member?

Joining a professional association can help launch your career. As a student member, the Institute supports you by opening doors to opportunities, professional development and recognition.

Your qualifications and experience may put you on a pathway but won't open doors alone. Given today's marketplace, you will need a professional edge that can assist you to secure a marketing career – this is where the Institute can help. The AMI is here to support you as a student, intern, graduate, professional member and throughout the length of your marketing career.



Student Member Benefits

Up to **\$1,985 of value** comes with AMI Membership, including:

- ✔ FREE monthly webinars with leading marketing professionals
- ✔ 30% discount on all AMI classroom training, events, and award entries
- ✔ FREE access to the AMI online content library
- ✔ Member preferential rates and discounts
- ✔ Career opportunities at your fingertips at the Marketing Jobs Hub
- ✔ Exclusive discounts with AMI partner organisations for events and content
- ✔ The latest in marketing trends and thought leadership on the Marketing Voice blog, Facebook, Twitter and AMI LinkedIn page
- ✔ Subscription to the AMI's *Marketing Update*, the bi-monthly online newsletter showcasing news and feature articles.

Students in the early stages of study

- ✔ Opportunities to network and socialise with other marketing students
- ✔ Get in early and find out about the marketing profession
- ✔ Access to relevant information to help with assignments and research

Final year marketing students and graduates

- ✔ Industry networking and career development events
- ✔ Opportunities to meet potential employers and review the AMI job board
- ✔ Become a mentee in the Emerging Marketers mentoring program

The Institute offers:

A clear pathway

As a student member, once you have completed full time studies you can progress to professional membership at a special graduate rate and commence your career-long journey with the Australian Marketing Institute.

Networking

Membership connects you to a wide network of marketing professionals online as well as at events, workshops and conferences. AMI programs offer excellent opportunities to establish a wide professional network and socialise early in your career which is important for future success. These networks can assist you in your career path.

Rewarding Excellence

The Future Leader Award recognises a young marketer's excellence in leadership qualities and marketing skills. The award also promotes the critical role future marketing leaders will play as key contributors to value creation for organisations. The recognition is designed to fuel progress in the recipient's career and professional development.



Make the connections, learn the skills and gain the recognition to take your career to the next level

Events for Emerging Marketers

Our events program offers you excellent opportunities to network and socialise with your fellow students, graduates or senior marketers in the profession. Visit the AMI website at www.ami.org.au and follow the links to Emerging Marketers.

Professional Recognition

Work towards becoming a Certified Practising Marketer. The CPM Program is the profession's performance measure and industry benchmark. The designation recognises experience and a commitment to continuing education and ongoing development of marketing skills. The program is available only to members of the AMI.

Emerging Marketers Special Interest Group



A national special interest group, **Emerging Marketers**, has been created to cater for marketing students, recent marketing graduates and marketers with less than five years' experience. Emerging Marketer groups conduct events and networking programs. Getting involved is a great way to meet fellow up-and-coming marketers, increase your competitive advantage and gain leadership experience.

The **AMI Emerging Marketers Mentoring Program** is specifically tailored to assist students and recent graduates as they move into the workforce. Through the AMI Mentor Program, entry level marketers can receive career advice and guidance from a senior marketer with valuable marketing experience.

Upon completing full time study you can progress to professional membership at a special graduate rate.

STUDENT MEMBERSHIP

APPLICATION FORM

Application is available to full-time students only

AMI Student Membership Subscription is for 1 year from date of acceptance.

Your details

Please use a separate form for each applicant.
Form may be photocopied.

Title	First Name
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Last Name	
<hr/>	
Date of Birth	
<hr/>	
Address	
<hr/>	
Suburb / Town	
<hr/>	
State	Postcode
<hr/>	
Tel	Fax
<hr/>	
Mobile	
<hr/>	
Email	
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Declaration

IMPORTANT! Please ensure you complete this Declaration
I hereby apply for student membership of the Australian Marketing Institute (AMI) on the basis of the information provided on this form, and agree to accept the decision of the Institute on my eligibility for student membership. If accepted, I agree to abide by the Institute's Constitution and such alterations or amendments, including rates of subscription, as may be made from time to time, and also to abide by the provisions of the Institute's Code of Professional Conduct. I authorise the AMI to verify the details shown on this application by contacting any organisation or institution noted on this application, or by requiring me to submit such documents as considered necessary by the Institute. Anyone having given false information in order to obtain admission or upgrade with the Institute is liable for immediate expulsion.

Signature Date

Payment details

Australian Marketing Institute ABN 30 000 026 586
This form constitutes a Tax Invoice/Receipt upon payment.
All amounts include GST.

Student:

- EFT: ANZ bank **BSB: 012003 Acc No: 326109372**
Name: Australian Marketing Institute. *Please include your Name as reference.*
 1 year - \$60
 Cheque: Payable to Australian Marketing Institute
 Credit Card

Card Number: Expiry: CVV:
 Visa Mastercard Amex

Name on Card:

Signature:

Educational details

Enrolled at

Course Name

Year of Study (ie 1st, 2nd etc)

Completion Expected (Year)

Marketing areas of interest

You may select more than one

- Advertising
- Content Marketing
- Corporate Social Responsibility (CSR)
- Creativity in Brand, Product or Service Mkt
- Customer Experience (CX) Marketing
- Data Driven Marketing and Advertising
- Digital Marketing (incl. SEO)
- Education
- Financial Services Marketing
- Innovations and Design Thinking
- Integrated Marketing Communications
- Loyalty Marketing
- Marketing Automation
- Marketing Communications: B2C and B2B
- Mobile and Location Based Marketing
- Property Market Marketing
- Public Sector Marketing
- Social Marketing & Social Change
- Non for Profit Marketing
- Social Media and Digital Marketing
- Sponsorship Marketing
- Tourism Marketing

Unless you tick the boxes below, by subscribing to AMI Membership you are agreeing to receive information from the Australian Marketing Institute and its Partners (by email, telephone, text and post) about its products and services.

- No, I don't want to receive offers and information about AMI products and services
 No, I don't want to receive information from carefully selected AMI third-party partners about events and offers for marketing professionals

Our privacy policy complies with Privacy Act 1988 and is available on our website at www.ami.org.au

Complete and submit this application form to become a Student Member of the Australian Marketing Institute

Email: membership@ami.org.au
Mail: Australian Marketing Institute
Membership Services
 PO Box 322, St. Leonard's NSW 2065
Online: www.ami.org.au