

## THE SECRETS TO SUCCESSFUL STUDENT MARKETING ORGANIZATIONS REVEALED

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### ABSTRACT

Marketing students are frequently encouraged to join clubs on campus. There are a number of reasons to participate in organizations connected with the marketing or business professions, like the American Marketing Association, Pi Sigma Epsilon, Delta Epsilon Chi. Membership and participation helps students:

- Develop leadership skills;
- Acquire team building skills;
- Become aware of career opportunities in their field;
- Build a network for both the present and future;
- Participate in challenging professional competitions;
- Obtain mentors;
- Build a strong resume;
- Learn to give back to the community.

Some organizations are more successful than others at delivering these benefits. Frequently, their members win national competitions and the chapters receive recognition from their colleges, professional affiliates, and alumni. Year after year they attract a solid number of members who enjoy personal and professional growth.

What is the secret to maintaining a successful student club? This session shares information and experiences from a group of advisors of award winning student clubs. They discuss the following topics:

- Recruiting students (extra credit, films from national organization, student club outreach);
- Sustaining student motivation (conferences, competitions, network opportunities, special events);
- Sharing those activities that work as well as those that do not (fund raising; attracting quality speakers);
- Building support from external organizations (local chapter liaisons);
- Taking the club on-line;
- Mentoring and motivating student club executives.