



**Modified June 16, 2015**

## **Definitions**

### **Article 1: Name**

- 1.1 The name of the association shall be John Molson Marketing Association hereafter referred to by its acronym "JMMA".

### **Article 2: Objectives**

- 2.1 To be the official departmental representative of CASA members majoring and minoring in marketing;
- 2.2 To create an awareness of opportunities for students in the field of marketing;
- 2.3 To provide a liaison between the University and the business community;
- 2.4 Consider, host, and support activities that enhance the educational, professional, and social environment for members at JMSB;
- 2.5 To provide information and support to students' inquiries on marketing-related topics;
- 2.6 To increase JMSB's marketing students' exposure to the overall business community.

### **Article 3: Membership**

- 3.1 Every undergraduate student registered in a degree program at the JMSB and majoring or minoring in marketing shall be considered a member of JMMA.

### **Article 4: Jurisdiction and Composition of JMMA**

- 4.1 The governing body of JMMA will consist of the roles the President considers necessary for the coming year, subject to the roles required by the CASA-JMSB Constitution and Book of Policies.
- 4.2 The role of these activities shall be to assist in the planning of student activities

### **Article 5: Duties of the President**

- 5.1 Be ultimately responsible for overseeing JMMA and its activities;
- 5.2 Organize and preside over all meetings of the association;
- 5.3 Attend meetings of the CASA Board of Directors as well as meetings within the department of Marketing;
- 5.4 Review JMMA's financial records on a monthly basis to ensure the completeness, validity, and existence of transaction balances;
- 5.5 Responsible for conflict resolution amongst the numerous committees and activities within JMMA;
- 5.6 Perform other duties as may be decided upon by other Executives;
- 5.7 Act as a signing officer for the association;
- 5.8 Submit a monthly written report on the activities of JMMA to the CASA BOD



5.9 Present an Annual Strategic Plan that includes a list of his/her position-specific as well as the overall Subsidiary goals and objectives which must be formally accepted at the August BOD meeting. The President will be accountable to these objectives and is responsible for achieving them throughout his/her term in office.

#### **Article 6: Overall Duties of Executives/Directors**

6.1 The duties of each role will be agreed upon between the President and the respective Executive holding it and will be made binding in a contract signed by both parties at the beginning of the mandate.

6.2 Each Executive in assuming his/her post assumes full responsibility for his/her duties. Duties should be transferred to other Executives only if absolutely required.

6.3 All Executives are required to attend meetings as agreed at the beginning of the term by all members. If an Executive is not able to attend a meeting, he/she is responsible to inform the President and provide a valid reason.

6.4 All Executives must be an undergraduate student in the year they assume their duties.

#### **Article 7: Terms of Mandate**

7.1 The fiscal year shall officially commence on May 1st of the given year, and terminate on April 30th of the following year. There will be a probationary period that applies to all Executives and Directors until September 1st of the given year.

#### **Article 8 – Dismissal of Office**

8.1 The President of JMMA may resign or be removed from his/her position in accordance with Article 20 of the CASA Constitution.

8.2 Each Executive shall have the right to resign from his/her position by providing the President with a formal written notice five university days prior to it taking effect.

8.3 Any executive may be dismissed from office by the President if it is deemed they have neglected their duties as outlined in this Constitution, or as outlined in a list of obligations signed by the President in question when taking office (as per their mandate).

## **Article 9 – Succession**

9.1 The President of the association shall be elected through the CASA elections held every year or approved by a General Meeting of CASA’s members should the position be vacant following an election.

9.2 The Executives and Directors of the association shall be appointed by the incoming President.

## **Article 10 – Alteration of the Constitution**

10.1 This Constitution shall be reviewed annually by the Executive team.

10.2 Any changes to this constitution must be approved by a simple majority vote of the Executive prior to being brought to CASA’s Board of Directors or its Policy Committee for ratification.

## **Article 11 – CASA Constitution**

11.1 Where items are not defined in this Constitution or there are inconsistencies with the official CASA governance documents, the latter shall take precedence.

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Vishal Sooknanan, President

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James Vaccaro, Temporary Chairperson