

CHAPTER CREATION GUIDE

MU KAPPA TAU

NATIONAL MARKETING HONOR SOCIETY

Mu Kappa Tau National Headquarters
Gabrielle Williams, Society Manager
5217 S. 51st Street
Greenfield, WI 53220
Phone: (414) 328-1952
gabrielle.williams@pse.org

“Being part of a Mu Kappa Tau gives me a feeling of accomplishment and it motivates me to maintain that success at the highest of levels. It brings a sense of professionalism and it looks great to employers, making my comfort level to go out and get work infinitely higher.” – Nicholas Lustig, Bryant University

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What is Mu Kappa Tau?

Mu Kappa Tau National Marketing Honor Society was founded in 1966 by members of Pi Sigma Epsilon, a national professional fraternity in sales, marketing, and management.

It was through commitment to the advancement of study in the field of marketing and the developing need for recognition of academic excellence within the marketing discipline that Mu Kappa Tau was created.

Today, Mu Kappa Tau remains the only National Marketing Honor Society to offer its members both national recognition and campus chapter affiliation. It also remains the only National Marketing Honor Society to be accredited by the Association of College Honor Societies.

Mu Kappa Tau exists to recognize academic excellence and to encourage individuals seeking a life-long commitment to an exceptional standard of ethics and achievement within the marketing milieu. Since standards of excellence and goals of achievement are indispensable to progress, Mu Kappa Tau believes outstanding scholastic achievement should be a high priority for every Marketing student, and thus works toward this end.

Mu Kappa Tau Mission, Vision, and Value Statements

Mission Statement

To recognize the scholarship, achievement, and professional development of marketing students committed to the advancement of marketing education and the integrity of careers in marketing.

Vision Statement

To be identified as the leading marketing honor society. We endeavor to recognize academic excellence in marketing, to build a community of marketing students and professionals, and to provide tangible value to our members.

Value Statements

1. *Accomplishment.* To recognize the academic achievements of our members.
2. *Community.* To build a community of faculty and students of marketing on a basis of mutual interest, understanding, and helpfulness.
3. *Excellence.* To encourage quality in academic scholarship and learning.
4. *Inspiration.* To stimulate interaction and the exchange of ideas between members.
5. *Integrity.* To advance the integrity in the conduct of a marketing career.
6. *Scholarship.* To promote the advancement of education in marketing.

Who is Eligible for Membership?

Mu Kappa Tau exists to recognize academic excellence and to encourage individuals seeking a life-long commitment to an exceptional standard of ethics and achievement within the marketing profession. The following lists the qualifications for membership.

Membership	Qualifications
Undergraduate Junior*	<ul style="list-style-type: none">• Marketing major or Business major with a MKT concentration• 3.25 or better cumulative GPA• Top 10% of junior marketing majors or junior business majors with a marketing option
Undergraduate Senior*	<ul style="list-style-type: none">• Marketing major or Business major with a MKT concentration• 3.25 or better cumulative GPA• Top 20% of senior marketing majors or senior business majors with a marketing option
Graduate in MS / MBA*	<ul style="list-style-type: none">• Marketing major or Business major with a MKT concentration• 3.25 or better cumulative GPA• Completed 50% of their master's degree requirements and rank in the top 20% of their class
Graduate in PhD*	All PhD students in marketing
Faculty	All faculty members who hold a PhD in marketing or those who have made significant contributions to the marketing profession.

*Students may also be nominated by the Department Chair or Department Supervisor as an outstanding student when the school is on a pass/fail or no grading system

"As the founding member, I was extremely proud on the day of our Graduation Ceremony to have the opportunity to explain to people what the blue honor cords around my neck signified. Wearing honor cords at graduation is a mark of distinction, dedication, and achievement. Together, we started a legacy: Bryant University Mu Kappa Tau members will wear blue honor cords at graduation and will take pride explaining to their friends and family what they signify."

- Aubree Lemons, MKT President, Bryant University

What are the Benefits of Membership?

MKT offers members national recognition and campus chapter affiliation. The following lists some benefits of membership.

BENEFITS OF MEMBERSHIP

Association of College Honor Societies. Mu Kappa Tau is the only National Marketing Honor Society accredited by the Association of College Honor Societies. This accreditation means that MKT adheres to the highest academic standards and membership in this honor society is more valuable than membership in other comparable organizations.

Lifetime Membership. For a one-time \$60 fee, a Mu Kappa Tau member is a member for life. There are no yearly or monthly dues! This means that Mu Kappa Tau members have lifelong access to travel discounts, magazine subscription discounts, and career launching tools.

Certificate and Graduation Pride Items. All members will receive a personalized Mu Kappa Tau Certificate and Gold Key Membership Pin. For additional costs, members may also purchase MKT honor cords, medallions, or stoles to wear at their commencement ceremony.

Resume Building. As a lifetime member of MKT, you may feature Mu Kappa Tau membership on your resume to reflect academic achievement and dedication to the profession of Marketing. This will note your academic leadership among fellow marketing students and make your resume stand out from the rest.

Networking. MKT members are given a lifetime invitation to attend Mu Kappa Tau's Annual Business Meeting at the PSE-NEF National Convention. You will also receive a Mu Kappa Tau convention ribbon to promote yourself to faculty and employers at the PSE-NEF National Convention. MKT members also have access to the PSE job search/job posting network.

Scholarships. Mu Kappa Tau awards four scholarships every year. Two scholarships are for MKT members only. One scholarship is for a MKT member who is also a member of Pi Sigma Epsilon. Another is for MKT members who are also PhD students. Go to the MKT website for more information about these scholarships and how to apply. Since MKT is affiliated with the ACHS, members also become eligible for national scholarships ranging from \$500 to \$1500 and an internship in Washington D.C.

Member Competitions. Mu Kappa Tau offers members various competitions with prizes each year. Examples from previous years have included essay, photo, and tagline contests.

“MKT has allowed me to interact with students that have the same interests as me. This organization has provided me with networking opportunities, scholarships, and experiences that will benefit me in my future career”.

– Jessica Duckson, Ohio University

What is the Nomination and Induction Process?

Marketing students and faculty may join MKT for a \$60 lifetime membership fee. The following details the suggested process for nominating and inducting new members.

STEP	DESCRIPTION
1. Identify nominees	Using university records, the MKT faculty advisor should identify marketing juniors, seniors, graduate students, and/or faculty who qualify for membership.
2. Notify nominees	The advisor or chapter officers should notify nominees with an invitation to join MKT. Depending upon preferences, the advisor or chapter officers may opt to notify nominees via e-mails, letters, and/or class announcements. (MKT manager can also notify students.)
3. Collect information & dues	The advisor or chapter officers should collect nominee information including preferred name, e-mail address, membership qualifications, and dues. (Dues can also be submitted online.)
4. Submit information & dues	The advisor or chapter officers should send nominee information and dues to MKT National Headquarters. Nominee information should be submitted electronically using the MKT nomination form (MS Excel file). Dues should be submitted via mail. *Membership fees can now be paid online! (Note: All nomination materials must be sent 10 business days prior to the distribution of materials.)
5. Distribute membership materials	MKT will e-mail advisors or chapter officers with a list of new MKT members and will mail all membership materials for each new member to the advisor's office mailing address. The advisor or chapter officers should distribute membership materials to new members. (MKT manager can also distribute materials to students individually.)
6. Recognize membership	<i>*Optional*</i> The MKT chapter may opt to host an initiation ceremony to announce new members and distribute membership materials.

“Being a member of Mu Kappa Tau is an honor and an accomplishment for students’ who show a dedication to the marketing profession. As a MKT member, I have increased my opportunities in the marketing field by obtaining access to more information, but more importantly by opening the doors to new connections. It is a world of networking. I have seen firsthand how Mu Kappa Tau supports its students by placing them in positions to meet marketing professors and professionals that guide them on their path to a brilliant career.”

– Kasey Mead, University of North Carolina, Wilmington

Appendix A: Process for Chartering a Mu Kappa Tau Chapter on Campus

Chartering a chapter on your campus affords the opportunity to actively work with students who excel in the marketing curriculum. A chapter may meet regularly, implement professional and social activities, and conduct a formal initiation with a recognition celebration. The chapter Faculty Advisor, in addition to nominating students for membership, facilitates the success of the Mu Kappa Tau chapter.

THE CHARTERING PROCESS

1. Generate the interest of ten or more students and faculty members.
2. Secure a faculty advisor
3. Obtain two (2) letters of support. (See Sample Letter of Support)
4. Petition the Mu Kappa Tau National Executive Committee for approval. (See Sample Petition)
5. Once the Petition has been approved, determine an installation date.
6. Forward the following at least four (4) weeks prior to installation:
 - a. A \$50.00 one-time chapter charter fee in the form of a check.
 - b. A \$60.00 one-time life membership fee for each candidate to be initiated.
 - c. Email a Chapter Nomination Form listing the names of all initiates exactly as they should appear on the Membership Certificates, the exact date of initiation, and name and address of the Faculty Advisor to whom the completed certificates and membership pins should be forwarded. If you wish, headquarters can send directly to each student their new member packet at the address of their choice.
7. Immediately following the charter approval and prior to installation, a set of Constitution and Bylaws must be created specifically for your chapter and submitted to the National Headquarters office (See Sample Constitution and Bylaws).
8. If your chapter chooses, conduct an Initiation Ceremony. Consider inviting university officials and a distinguished guest speaker. (See Sample Installation Ceremony)

Appendix B: MKT Chapter Chartering Checklist

Step 1: Complete the following:	
	Generate the interest of ten or more students and faculty members
	Secure a Faculty Advisor
	Write a simple Letter of Petition to Charter a MKT Chapter to the MKT Board of Directors (refer to sample, page 7)
<i>Not required for PSE chapters</i>	Gather two Letters of Support from the Dean, Chancellor, Chair of the Marketing Dept., etc. (refer to sample, page 8)
<i>Not required for PSE chapters</i>	Secure a Charter Fee of \$50 (checks can be made payable to Mu Kappa Tau)
	Draft a basic Chapter Constitution and Bylaws (refer to sample, page 9)

Step 2: Send the following to MKT National Headquarters:	
	Letter of Petition to Charter a MKT Chapter
<i>Not required for PSE chapters</i>	Two (2) Letters of Support
<i>Not required for PSE chapters</i>	\$50 Charter Fee
	Faculty Advisor Contact Information (name, address, phone, and e-mail)
	Chapter Constitution and Bylaws

Step 3: Receive a Letter of Acceptance

Step 4: Complete the following:	
(optional)	Elect Chapter Officers (President, Vice President, and Treasurer/Secretary)
(optional)	Determine an Installation Date and Celebration
	Complete New Member Processing Information <ul style="list-style-type: none"> • Complete Nomination Form for each new member and email it to gabrielle.williams@pse.org. • Send a bulk chapter check or individual chapter checks to Mu Kappa Tau for the one-time life membership fee for each new member (\$60 each) **Can now also be paid online!

Step 4: Receive chapter charter certificate, personalized membership certificates, and gold key membership pins for each member from MKT National Headquarters.

Step 5: Conduct your Installation Ceremony!

Appendix C: Sample Petition

MU KAPPA TAU NATIONAL MARKETING HONOR SOCIETY

SAMPLE PETITION

[Date]

Mu Kappa Tau
National Executive Committee

To Whom It May Concern:

We, the following students and faculty members of the [School/College of Business and School/University Name], have read the Constitution of the Mu Kappa Tau National Honor Society, are in agreement with the purposes of the national organization, and are eager to organize a local chapter of Mu Kappa Tau at [School/College of Business and School/University Name].

This petition for a chapter of Mu Kappa Tau on the [School/University Name] campus is in accordance with the general operating policies of the [College/School of Business Name]. We believe other students and faculty members of our school would welcome a chapter of Mu Kappa Tau on our campus.

Therefore, we respectfully submit this request to the National Executive Committee to grant a chapter to this petitioning group.

In anticipation of the approval of this position, we pledge that we shall comply with the provisions of the National Constitution of Mu Kappa Tau.

[Add signatures of at least ten or more students and/or faculty members]

Appendix D: Sample Letter of Support

SAMPLE LETTER OF SUPPORT

[Date]

Mu Kappa Tau
National Executive Committee
5217 S. 51st Street
Greenfield, WI 53220

To Whom It May Concern:

The purpose of this letter is to support the chartering of a chapter of Mu Kappa Tau at [School/College of Business] on the [School/University Name] campus.

We believe our students will be capable representatives of the purposes of Mu Kappa Tau, will be committed to the organization, and will uphold the organization's beliefs and values. In short, I believe you will find our students to be worthy of Mu Kappa Tau membership.

We would be honored to have a chapter of Mu Kappa Tau to be among the honors societies available to students in the [School/College of Business] at [School/University Name].

Sincerely,

[Name of the Dean of the College/School of Business]
[Name of the College/School of Business]
[Contact information]

Appendix E: Sample Constitution and Bylaws

MU KAPPA TAU NATIONAL MARKETING HONOR SOCIETY CONSTITUTION AND BYLAWS

CONSTITUTION

ARTICLE I: NAME

This chapter shall be known as the [name of university] Chapter of Mu Kappa Tau.

ARTICLE II: PURPOSES

The purposes of Mu Kappa Tau shall be to:

1. Encourage and recognize scholarship and accomplishment among students of marketing;
2. Stimulate interaction and the exchange of ideas between members;
3. Promote the advancement of education in marketing;
4. Foster integrity in the conduct of a marketing career;
5. Bring together faculty and students of marketing on a basis of mutual interest, understanding, and helpfulness.

ARTICLE III: MEMBERSHIP

Section 1: Members

There shall be four nondiscriminatory classes of members: Faculty, Student, Alumni, and Honorary Member.

Subsection A:

Faculty members shall be those terminally qualified and teaching on the marketing faculty or other marketing faculty members duly elected by collegiate chapter members.

Subsection B:

Student members shall be those students meeting all eligibility requirements and duly elected to membership by the collegiate chapters, and they shall be so designated during their term of enrollment at the conferring institution.

Subsection C:

Alumni members shall be former student members after their graduation or termination of university enrollment.

Subsection D:

Honorary members shall be those elected *honoris causa* by the _____ Chapter of Mu Kappa Tau.

Section 2: Eligibility

Subsection A:

Membership shall be limited to those of high scholarship and good moral character who are majoring in marketing.

Subsection B:

All nominees for membership must meet the national standards of membership to Mu Kappa Tau:

1. In order to be eligible for election to membership, undergraduate students must meet the following minimum standards:
 - A. A junior level student in the top 10% academically of the marketing majors in his or her class and having an overall cumulative grade point average of at least 3.25 on a 4.00 scale.
 - B. A senior level student in the top 20% academically of the marketing majors in his or her class and having an overall cumulative grade point average of at least 3.25 on a 4.00 scale.
2. Graduate students meeting the following minimum standards may be elected to membership.
 - A. Candidates for an M.S. in Marketing or an M.B.A. in Marketing having an overall cumulative grade point average of at least 3.25 on a 4.0 scale and have completed 50% of their degree requirements and rank in the top 20% of their class.
 - B. All candidates for PhDs in Marketing shall be eligible for membership.
3. Faculty and professionals who have made significant contributions to the profession of Marketing and to Mu Kappa Tau may be elected to Honorary Membership, with the number of Honorary Memberships conferred not to exceed two per initiation.

Section 3: Election to the Collegiate Chapter Membership

Subsection A:

New members may be elected either annually or semi-annually, with initiation ceremonies to be held within one month of time of their election.

Subsection B:

A three-fourth affirmative vote of those members present at a duly called chapter meeting is necessary for election to Collegiate Chapter membership.

Subsection C:

The _____ Chapter shall have a nominating committee which shall consist of at least three members, two of whom shall be members of the instructional, research, or administrative staff of the College of Business and Economics. No nominations for election to membership may be made except by the nominating committee.

Section 4: Transfer of Student Members

A Student member of Mu Kappa Tau, in good standing, who transfers to another university which has a Collegiate Chapter shall enjoy all the rights and privileges of said chapter, but shall be considered an official member of the Collegiate Chapter in which the Student Member was inducted.

ARTICLE IV: OFFICERS

The officers of the _____ Chapter shall be president, vice president, and secretary-treasurer.

Section 1: Election of Officers

A majority vote of the members present at a duly called meeting of the _____ Chapter shall be necessary to elect officers. Any vacancy caused by resignation or otherwise shall be filled by appointment by the president.

Section 2: Term of Office

The term of office of the secretary-treasurer shall be three years and the terms of the other officers shall be one year.

ARTICLE V: MEETINGS

Meetings may be called at any time by the president or, if the president's office is vacant, by the secretary-treasurer by means of written notice to the active membership. Written notice of such meetings must be sent at least one week prior to the meeting.

An affirmative vote of three-fourths of the active members who are present and voting at a duly called meeting shall be required and sufficient for the election of new members. Voting privileges shall be limited to active members. A simple majority vote of the active members who are present at a duly called meeting shall be required and sufficient for the election of chapter officers, members of the nominating committee, and delegates to national conventions. Voting shall be by secret ballot if requested by one or more of the voting members present.

ARTICLE VI: FEES

The induction fee for each new member shall be \$ _____ dollars. This fee includes the national chapter induction fee (\$60.00), the membership certificate, the emblem (key) of Mu Kappa Tau, and the _____ local induction fee. Honorary member fees may be paid by the chapter.

ARTICLE VII: THE RITUAL

The ritual adopted by the National Executive Committee and subject to amendment by the National Executive Committee shall be the official ritual.

ARTICLE VIII: DELEGATES TO NATIONAL CONVENTION

A delegate to each national Mu Kappa Tau convention shall be elected by the _____ Chapter. This delegate may be any active or alumnus member of the chapter who, after being nominated from the floor and indicating willingness to serve, is selected at any duly called chapter meeting. This delegate shall be entitled to vote and to represent his or her chapter on all matters brought before the convention. All other chapter members are encouraged to attend the Mu Kappa Tau Annual Convention.

ARTICLE IX: FISCAL YEAR

The fiscal year of the _____ Chapter shall cover the twelve months ending on June 30, _____.

ARTICLE X: ANNUAL AUDIT

The financial records of the chapter shall be audited annually at the end of each fiscal year by the financial audit committee. This committee shall report in writing to the president, who shall turn the report over to the secretary-treasurer. The secretary-treasurer shall read the report to the members of the chapter at the next meeting.

ARTICLE XI: DISTRIBUTION OF ASSETS UPON DISSOLUTION

At such time as the _____ Chapter of Mu Kappa Tau shall be dissolved its assets shall revert to the National Scholarship Fund of Mu Kappa Tau. No Part of the assets of this organization at dissolution shall inure to the benefit of any person or organization other than the National Scholarship Fund of Mu Kappa Tau. Funds must be sent to Mu Kappa Tau National Headquarters within thirty days of resolution.

ARTICLE XII: AMENDMENTS

This chapter constitution may be amended by a three-fourths vote of the members attending a duly called meeting. No amendment to this constitution shall be effective until a copy of the amendment has been filed with the National Headquarters office.

BYLAWS

ARTICLE I: PURPOSE

The purpose of these bylaws is to state the ways in which the provisions of the constitution shall be applied to the government of the _____ Chapter, and to establish rules and procedures, within the limits set by the National Constitution, for the operation of the _____ Chapter.

ARTICLE II: RELATIONSHIP OF BYLAWS TO CONSTITUTION

These bylaws are not a restatement of the constitution, but an interpretation and amplification thereof. The provisions of the constitution shall be applied literally to all matters which are not covered by these bylaws.

ARTICLE III: CHAPTER OFFICERS

The officers of the _____ Chapter shall be the following:

1. The president who shall be a student member of Mu Kappa Tau elected by a majority vote of the active members present at a duly called meeting of the chapter.
2. The vice president who shall be a student member of Mu Kappa Tau elected by a majority vote of the active members present at a duly called meeting of the chapter.
3. The secretary-treasurer who shall be a member of the Faculty who is a member of Mu Kappa Tau, elected by a majority vote of the active members present at a duly called meeting of the

chapter. All officers shall assume office at the beginning of the year following their election. In the event that the president is unable to complete the term of office, the vice president shall serve out the remainder of that term as president.

Section 1: Duties of the President

The president shall:

- A. Preside at all meetings of the chapter;
- B. Appoint the members of the invitation-banquet committee and the finance committee;
- C. Represent the chapter in person or by correspondence in relations with the university, with other chapters, with the National Organization, and with other local and national organizations; and
- D. Perform such other duties as may reasonably fall within this office.

Section 2: Duties of the Vice President

The vice president shall exercise the duties and responsibilities of the president when the latter is for any reason unable to exercise them.

Section 3: Duties of the Secretary-Treasurer

The secretary-treasurer shall:

- A. Serve as an ex officio member of the nominating committee;
- B. Arrange for the scholastic information needed by the nominating committee for selection of nominees;
- C. Communicate with each person elected in order to serve notice of election and obtain an acceptance or rejection of the invitation to membership;
- D. Prepare and send New Member Processing to Mu Kappa Tau National Headquarters at least 30 days prior to the Initiation Ceremony/banquet. New Member Processing includes the completed Chapter Initiate Listing and the \$60 per member National Initiation Fee (in a bulk chapter check).
- E. Release the names of the newly elected members to the press and have posted on the bulletin board of the College of Business and Economics the list of new members;
- F. Receive, disburse, and keep custody of the funds of the chapter;
- G. Read the annual audit report to the members of the chapter at the first meeting following the annual audit;
- H. Keep official minutes of the chapter, including copies of all committee reports;
- I. Keep the official file of correspondence of the chapter;
- J. Notify members of the meetings in writing at least one week prior to the meeting;
- K. Keep an up-to-date copy of the chapter constitution and bylaws on file with Mu Kappa Tau National Headquarters;
- L. Promote the Mu Kappa Tau National Convention to the membership and assist in registering delegates to attend;
- M. Exercise the duties and responsibilities of the president and vice president when the latter is for any reason unable to exercise them; and
- N. Perform such other duties as may reasonably fall within this office.

ARTICLE IV - CHAPTER COMMITTEES

Section 1: Nominating Committee

Annually, there shall be a nominating committee which shall have exclusive right to name nominations for election to membership. This committee shall submit a list of nominees for membership to the active members of the chapter one week before each duly called election meeting. The nominating committee shall consist of at least three members, two of whom shall be members of the College of Business and Economics. The secretary-treasurer shall be an ex officio member of this committee.

Section 2: Invitation-Banquet Committee

Annually, there shall be an invitation-banquet committee composed of the president, the secretary-treasurer, and such other active members of Mu Kappa Tau as the president shall appoint. The life of this committee shall be its year of appointment.

Section 3: Finance Committee

Annually, there shall be an audit committee composed of two or more active members of the chapter appointed by the president. The life of this committee shall be its year of appointment.

Section 4: Other Standing Committees

Additional standing committees may be elected by the membership if they are needed to conduct local chapter activities.

ARTICLE V: AMENDMENTS

These bylaws may be amended by a three-fourths vote of the members present at a duly called meeting of the _____ Chapter. No amendment to these bylaws shall be effective until a copy of the amendment has been filed with the National Headquarters office.

Appendix F: Sample MKT Invitation (from faculty advisor)

[DATE]

Dear [Student Name],

Congratulations! The [School / College] marketing faculty are delighted to invite you to join **Mu Kappa Tau** (MKT). MKT is a national marketing honor society. The purposes of MKT are to recognize academic excellence and to encourage individuals seeking a lifelong commitment to an exceptional standard of ethics and achievement within the marketing discipline. An invitation to join MKT is an honor for marketing students who have demonstrated academic excellence.

The invitation to join MKT is extended only to marketing students that have at least an overall 3.25 grade point average and are in the top 10% (20%) of marketing students with junior (senior) standing. We are pleased to inform you that you meet these criteria.

An invitation to join MKT is simply a way in which the [School / College] marketing faculty honors outstanding marketing students. Your membership will provide you with access to scholarships, competitions, and programming provided by the national organization. Joining MKT costs only **\$60 for a lifetime membership!**

To join MKT, please complete the following steps:

1. Reply to this email indicating your interest in joining MKT or contact [insert faculty advisor contact info] for more information.
2. Deliver a check for \$60 to [Faculty Advisor]. The check should be made payable to Mu Kappa Tau. OR submit your payment electronically via PayPal.
3. Attend the Mu Kappa Tau initiation ceremony on [Initiation Ceremony Date] to receive your membership documents, pin, and certificate.

To find information about MKT, please visit the MKT website at www.mukappatau.org. If you are interested in joining MKT, please contact [Faculty Advisor] no later than [Date]. The last day to complete the form and deliver your check is [Date].

On behalf of the marketing faculty, we applaud your academic excellence and congratulate you for qualifying for this national honor.

Appendix G: Chapter Installation Ceremony Procedures

Sample Agenda/Script

Presenter: Faculty Advisor

- A. Welcome**
- B. Introduce Initiates, Faculty, and Guests**
- C. Mu Kappa Tau Overview**

This evening I have the distinct honor of installing the _____ Chapter of Mu Kappa Tau.

Mu Kappa Tau is a National Honor Society whose purpose it is to:

- Encourage and recognize scholarship and accomplishment among students of marketing.
- Promote the advancement of education in marketing.
- Foster integrity in the conduct of a marketing career.
- Bring together faculty and students of marketing on the basis of mutual interest, understanding and helpfulness.

All nominees for membership must meet certain minimum standards of scholarship and accomplishment.

1. In order to be eligible for membership, undergraduate students must:
 - Be a junior ranking in the top 10% academically and have an overall cumulative grade point average of 3.25, or
 - Be a senior ranking in the top 20% academically and have an overall cumulative grade point average of 3.25.
2. Graduate students must rank in the top 20%, must have an overall cumulative grade point average of 3.25 and must have completed at least 50% of their degree requirements.
3. Faculty and Honorary members, to be eligible, must have made significant contributions to the profession of marketing.

D. Recap of Efforts

[Present a summary of the efforts leading up to this Installation Ceremony – instrumental people, meetings, officer elections, letters of support, etc. You may wish to read the Letters of Support.]

E. Installation of Officers

At this time, I would like to formally install our officer team.

[Perform the Ceremony for the Installation of Officers.]

F. Initiation of Charter Members

Next, I would like to formally initiate all the Charter members of the _____ chapter of Mu Kappa Tau.

[Perform the Ritual for Initiation of Members.]

G. Congratulations and Conclusion of Program

Appendix H: Ritual for Initiation of Officers

Sample Agenda/Script

Presenter: Faculty Advisor

Faculty Advisor:

My friends, you have been elected by the members of the _____ Chapter of Mu Kappa Tau to lead and guide us in our quest for academic achievement and service. In you is placed the confidence of every member. Our honor is in your keeping.

In the presence of the members of Mu Kappa Tau, and those here assembled, do you solemnly swear to support the Constitution and Bylaws of Mu Kappa Tau, and of this _____ Chapter?

Response: I do

Faculty Advisor:

Do you solemnly swear to foster and maintain the ideals on which Mu Kappa Tau was founded - motivation, knowledge, and truthfulness?

Response: I do

Faculty Advisor:

It is well my friends. I entrust in you the care and reputation of the _____ Chapter of Mu Kappa Tau.

CONGRATULATIONS!

[Shake hands.]

Appendix I: Ritual for Initiation of Members

Agenda/Script

Presenters: Officers

President:

Members of the _____ Chapter of Mu Kappa Tau, we gather to confer the honor of initiation upon _____ newly elected members.

(Mr./Ms.) Vice President, please present the candidates.

Vice President:

When your name is called, please come forward and face the members and guests in attendance.

(Mr./Ms.) President and members of the _____ Chapter of Mu Kappa Tau, I present to you as candidates for membership:

[Read full names in alphabetical order.]

President:

My friends, you have been honored by an invitation to join the ranks of our society. Each of you has been selected according to your academic achievement and your dedication to Marketing as a profession. Each profession has its own responsibilities as well as privileges. In pursuing a career in marketing, we must pledge ourselves to always strive for excellence, both in our universities and in the business world. Remember always that our education is only good when it is used for the betterment of the society in which we live.

Mu Kappa Tau is a national scholastic honor society dedicated to the principles essential to a worthy life and a successful business career. Heed our words that you will be enlightened in the founding principles of our society.

First Voice: Mu

The Greek letter Mu is symbolic of motivation, which we seek to instill and which must reinforce the efforts of every successful businessperson. The success of people depends upon their extraordinary efforts. It is the inward drive for excellence that people inspire in themselves and those around them which leads to achievement in life.

Second Voice: Kappa

The letter Kappa is symbolic of knowledge. Thorough, well-founded knowledge is the power of a wise person. We must never desist in our quest for knowledge, for as we continue to search for the answers to new and challenging questions, we will not only improve our own personal standing, but also that of the profession which we are proud to serve in our careers.

Third Voice: Tau

Tau is symbolic of truthfulness, the cornerstone of wisdom. Truthfulness to ourselves, and to those which whom we deal, is a source of respect equaled by none, and a virtue which we must seek with determined effort. Without truth, there is no honor, and without honor, neither motivation nor knowledge can accomplish much.

President:

Candidates, are you willing to accept the principles of motivation, knowledge, and truthfulness as keynotes to a successful future?

Response: I am

President:

Then raise your right hand, and repeat after me the oath of membership of Mu Kappa Tau.

I do solemnly swear,
that I will uphold the principles and the ideals of Mu Kappa Tau;
and that I will strive to motivate myself and others
to the attainment and wise use of knowledge
and to the search for truthfulness in my life.
As a member of this chapter of Mu Kappa Tau,
I promise to recognize my obligation
to assist and cooperate with its activities
and to seek the advancement of the _____ Chapter,
my community, and my nation.

These things I pledge on my honor,
in the presence of the members of Mu Kappa Tau, and those here assembled.

Secretary-Treasurer:

As members of Mu Kappa Tau, we wish to share with you the motto of our society.
"Achievement and Honor are the Ends of Honest Work." The first two words "Achievement and Honor" are used as a password of our society. Learn them, so they may always identify you as a member of Mu Kappa Tau and serve as a goal through life.

President:

We have set high ideals and standards for you, for membership in our society is not only a recognition of past achievement, but a solemn vow of future achievement. Mu Kappa Tau and the profession of marketing will demand more of you than other people. Every day presents a challenge and an opportunity for self-improvement. Strive for excellence in every task you attempt, keeping always in mind that motivation, knowledge, and truthfulness combined in hard work forms the straightest path to honor and achievement. We welcome you to membership in Mu Kappa Tau.

CONGRATULATIONS!

[Hand out Membership Certificates and Pins.]

Appendix J: Sample Press Release Template



Marketing. Knowledge. Tradition.

MU

KAPPA

TAU

NATIONAL MARKETING HONOR SOCIETY

To Whom It May Concern:

On **(date of ceremony)**, **(number of students)** students were inducted into the **(name of university)** chapter of Mu Kappa Tau, the nationally recognized collegiate honor society for marketing students, by **(name of nominating faculty advisor)**. Mu Kappa Tau (MKT) was founded in 1966 by members of Pi Sigma Epsilon (PSE) to recognize and honor individuals with notable academic achievement in the marketing discipline. Today, MKT is the only marketing honor society accredited by the Association of College Honor Societies (ACHS).

Membership to Mu Kappa Tau is only extended to marketing students with junior or senior standing who have a cumulative GPA of 3.25 or higher and are in the top 10% and 20% respectively of fellow marketing majors. MKT membership is also extended to graduate students pursuing their master's degree in marketing who have a cumulative GPA of 3.25 or higher, have completed 50% of their coursework, and rank in the top 20% of their class. All students pursuing their PhD in marketing and faculty members who hold a PhD in marketing, or have made significant contributions to the marketing profession, are also eligible for membership in Mu Kappa Tau.

The **(name of university)** students who were inducted into Mu Kappa Tau this semester are: (list names of students).

On behalf of Mu Kappa Tau's Executive Committee, we congratulate these outstanding students on their academic excellence and for joining a prestigious group of marketing leaders.

Sincerely,

(insert signature line)

Mu Kappa Tau National Headquarters | 5217 S. 51st St. Greenfield, WI 53220 | (414) 328-1952
www.mukappatau.org

Appendix K: Increasing MKT Chapter's Visibility and Recognition on Campus

The following ideas are suggested as a means by which chapters may increase campus awareness and local recognition of their Mu Kappa Tau chapter.

Visibility through Media

Publications: Consider the use of campus or local newspapers for announcements of your newly elected members. (See Sample Press Release) News articles and photographs presenting your new members and those of campus activities can also be considered.

Displays: Consider exhibiting Mu Kappa Tau materials and announcements in the display cases located in your School of Business or Marketing Department.

Social Media: Consider posting information regarding membership and events on various social media websites. Share posts on the national MKT social media accounts.

Visibility through Members

Members can be very effective in promoting Mu Kappa Tau by providing their peers with information regarding the purpose of the organization, membership requirements, and satisfaction derived from local and national recognition of scholastic excellence and achievement. Chapter members might extol the virtues of the organization by participating in the following activities and events:

- University Student Organization Fair
- Classroom Presentations in Marketing courses
- Miscellaneous campus functions

Recognition and Awards

Your Chapter might take photographs of individual students receiving their membership certificates and pins, in addition to taking a group photo of all new members. Submit these photos to MKT National Headquarters and post them on social media.

Your initiation ceremony could feature a distinguished guest speaker and the Chancellor or Dean, among others, could be invited to participate in your initiation ceremony.

Consider hosting a reception for all faculty and student members in the School of Business to recognize their efforts or team up with other honorary organizations.

Your chapter and advisor can earn recognition awards from MKT National Headquarters for successfully nominating new members each year.

Mu Kappa Tau members can be identified in graduation and commencement programs by wearing MKT regalia items such as honor cords, medallions, and stoles.