Marketing Institute Advisory Council
Board Member Requirements & Criteria

• Position of CEO, CMO, President, Vice President, Director or Senior-level management; or retired with any of these positions is highly preferred. Typically, board members have a minimum of fifteen years of professional business experience in their respective field.

• Able to serve one term (3 years).

• Willingness to commit to attending 2 board meetings / per year (typically held in early November and early April).

• Willingness to provide sustained financial support. If a current member is renewing their membership, they should have a history of giving to the Marketing Institute.

• A minimum donation of $500/per year is greatly appreciated. This will go towards adequately sustaining the Marketing Institute and its programs (which includes books, supplies, scholarships, stipends and fellowships for the students).

• Willingness to support and participate in the development of the students through:
  - internship opportunities
  - sponsoring/supporting semester field projects
  - employment opportunities upon graduation
  - mentoring/coaching students and their career aspirations
  - participate in mock interviews and final field project presentations during Board Meetings.

• In order to maintain a dynamic board, members are asked not serve more than two consecutive terms (or 6 years).

• The Marketing Institute will reserve two positions for young alumni (Marketing Institute graduates within the past five years). Young alumni members are required to provide
financial support to the Institute of $50 / per year. Young alumni members shall not serve more than one three year term.

- Willingness to be involved in higher education.
- Only one board member per company is preferred.
- Uphold high ethical standards for themselves and their respective organizations.
- The board shall strive for diversity in its members, professional backgrounds and industry segments.