



## University of Guelph CAMA Student Chapter | 2023-24 New Member Application Package

### GENERAL INFORMATION

#### Team Structure:

The University of Guelph CAMA student chapter is made up of current undergraduate students. Students come from a variety of programs within the Ontario Agricultural College and the University of Guelph as a whole. Each team member is responsible for contributing to the development of the marketing plan to be presented at the National Agri-Marketing Association (NAMA) student competition to be held in Kansas City, MO from April 23-26, 2024.

#### Activities & Goals:

The team will meet twice a week during the school year. Over the Fall and Winter semesters, the team will select a product and develop a detailed marketing plan to be presented at the NAMA student competition. This process involves researching marketing trends, developing an action plan, preparing financials and combining all information into a professional executive summary, as well as a PowerPoint presentation. The University of Guelph CAMA student chapter consistently places among the top teams at the national student competition. A lot of hard work and dedication goes into developing a marketing plan that meets the standards of industry professionals. Building on our successful second place title last year, our goal is to make it to the top and regain our status as champions of the NAMA student competition!

#### Team Member Requirements:

- Attend meetings twice a week. The timeslots for meetings will be chosen once the team members have been selected. A time is chosen that best works with a majority of the team members schedules.
- Be an active member of the student chapter through participating in events we host, engaging in group discussion, working in different sized teams.
- Help the team to raise sponsorship funds.
- Be flexible on roles within the team. Be open to trying new things. These roles may include secretary, communications, sponsorship coordinator, etc.
- Prioritize CAMA as a very important part of your school year. You do receive a course credit for participation in this team, however there is much more time commitment and work put into this project than any other course you will have taken. It is important to realize this before deciding to be a part of the team.

**Before completing the application below, please watch our presentation from last year to understand the type of in-depth marketing plan this team hopes to create.**

Applications will be reviewed by Professor Mike von Massow (CAMA Student Chapter Faculty Advisor), Katelyn MacGillivray, and Carmen White (2023-24 CAMA Student Chapter Co-Presidents)

Final Competition Video 2023: <https://www.youtube.com/watch?v=uJoCcB5onuQ>

Executive Summary 2023:

[https://www.nama.org/uploads/1/2/6/6/126666192/university\\_of\\_guelph.pdf](https://www.nama.org/uploads/1/2/6/6/126666192/university_of_guelph.pdf)

Other 2023 Finalists: <https://www.nama.org/2023-marketing-competition.html>

**Applications are due Saturday September 16<sup>th</sup> at 11:59pm.**

Please fill out the below form and submit to [macgilli@uoguelph.ca](mailto:macgilli@uoguelph.ca) . Applicants selected for an interview will be contacted by email.

**University of Guelph CAMA Student Chapter  
New Member Application Form**

**Name:**

**Program and Major:**

**Year of Graduation:**

**Email Address:**

**Phone Number:**

**1. Write a brief paragraph explaining why you would like to be a member of this year's CAMA team.**

**2. List any completed (or in progress) courses that you feel are relevant to CAMA.**

**3. Briefly explain any marketing experience that you have and how you could use this experience as a member of the team.**

**4. Explain what unique skills you could bring to the team this year. Examples include but are not limited to graphic design expertise, participation in previous case competitions, bilingual, public speaking experience etc.**

**5. Please list extra-curricular activities you are involved with.**

**6. Describe an advertisement or campaign that you think exemplifies effective marketing strategies. Explain why.**

**7. Please attach an updated resume and F23 class schedule.**