

Constitution of “MKTGx”

1. Name

The official name of this recognized campus group is “MKTGx”

The acronym or abbreviation of this group is: MKTGx (pronounced Marketing X).

2. Purpose and Objectives

MKTGx is the University of Toronto’s pioneering club focused on the intersection of marketing technology (MarTech) and experiential marketing. Our mission is to provide members with a comprehensive understanding of marketing technology, including AI-powered tools and digital strategies, while exploring creative, experience-driven tactics like guerrilla marketing, immersive brand activations, and VR/AR campaigns. Through workshops, seminars, collaborative projects, and real-world applications, MKTGx aims to bridge the gap between technology and creative marketing strategies to prepare members for future roles in the industry.

3. Membership

Membership to the group is open to all the University of Toronto members (students, staff, faculty and alumni).

U of T members are permitted to run, nominate, and vote in elections and constitutional amendments. The group is open to non-U of T members. However, these members do not hold the aforementioned rights. Members must register with a designated executive by submitting their full name, student number, uTORid, and email address.

The non-refundable membership fee will be \$5 per year.

4. Executive List and Duties

The executive committee shall be comprised of six (6) elected officers. These include a President, VP of External, VP Internal, VP Student Engagement, VP Marketing, VP Finance, and VP Information Technology.

The President shall:

- Oversees the operations, management, and success of the group
- Represents the group in all external communications
- Holds signing authority along with the VP Finance for financial matters
- Preside over board meetings as well as general meetings
- Ensure that all the activities of the club meet regulations and policies of the University of Toronto
- Ensures a smooth transition of office to future executives

The VP External shall:

- Assume duties of the President in his/her absence
- Manages relationships with external partners, industry professionals, and sponsors
- Leads partnerships and sponsorships for events and initiatives

The VP Internal shall:

- Record notes and motions for meetings
- Notify all members of meetings
- Handle official correspondence of the organization
- Manages internal operations such as event management from catering, A/V, room bookings.

The VP Student Engagement shall:

- Coordinate organizational recruitment efforts
- Leads member recruitment and engagement

The VP Marketing Shall:

- Develops and implements the marketing strategy for the club
- Manages social media
- Works with VP Information Technology to maintain website initiatives
- Promotes club events and initiatives

The VP Finance Shall:

- Record all financial transactions of the group
- Hold signing officer authority along with the President for financial purposes
- Maintain a budget of income and expenses along with receipts
- Provides financial updates to members and the Executive Committee
- Prepare an annual budget for the group as well as budgets for specific events

The VP Information Technology Shall:

- Make a list of all registered members
- Maintain the websites and member contact list
- Ensures smooth operation of any technology used for club activities and communications

The group may appoint Directors or Coordinators for various committees such as social committee, publicity committee, and so on; however, such positions do not hold executive decision-making authority.

Termination of Executives or General Members:

Any member of the club who commits an act negatively affecting the interests of the club and its members, including non-disclosure of a significant or continuing conflict of interest, may be given notice of removal.

The member up for removal shall have the right to defend his/her actions.

A two-thirds majority vote of the current executives present in favor of removal is required. The member must have the right to an appeal before the general membership, and the majority vote of the general membership will have the final say on the matter.

The member will be removed from the club's membership and will lose any privileges associated with being a member of the club.

Executive members are subject to the same termination or impeachment process and, as determined by the vote, may lose their executive position along with their membership to the group.

5. Elections

The executive committee shall strike the Elections Committee and appoint one (1) Senior Election Officer (SEO) from the general members on the committee to conduct and hold elections in March. All members of the Elections Committee shall be non-biased in the results of the election and shall be required to disclose any and all conflicts of interest in the election.

The SEO Election Officer shall accept nominations only from group members that are also registered U of T members (staff, faculty, students and alumni) for candidacy of executive positions from the general membership before the beginning of March. Candidates have to be members in good standing and be part of the group for at least one month prior to the nomination period.

The SEO shall select a one week (7 days) period of election dates before March 20th. These dates will be announced in a minimum of two (2) weeks prior to elections dates.

In preparation for a tie, the SEO shall select an executive from amongst the executive committee, to cast their ballot and seal it in an envelope. In the event of a tie for an executive position, one of the two Scrutinizers shall break the seal and count the ballot in order to break the tie.

After the election is over, the SEO shall count the ballots. The candidate with the most votes shall be elected to the position. The SEO shall submit a report of the results of the elections to the Executive Committee and general members.

Registered U of T members may not vote by proxy. Non-U of T members may not nominate or vote in elections.

Only U of T members who have paid any applicable membership fees and have been a member in good standing for 30 days prior to election dates are eligible for voting.

Term of executive positions shall be from May 1st to April 30th.

6. Finances

The VP Finance shall keep records of all income and expenses. The VP Finance shall present the group's financial health at the annual general meetings. For expenditures above \$100, approval from the President is required.

The group's executive or members may not engage in activities that are essentially commercial in nature. This is not intended to preclude the collection of membership fees to cover the expenses of the group, or of charges for specific activities, programs or events, or to prohibit groups from engaging in legitimate fundraising. However, the group will not have as a major activity a function that makes it an

on-campus part of a commercial organization, will not provide services and goods at a profit when that profit is used for purposes other than those of the organization, and will not pay salaries to some or all of its officers.

7. Meetings

A) Annual General Meetings (AGMs):

The group shall hold general meetings at least twice per year, i.e. once per academic term.

The Executive Committee will announce these dates two (2) weeks prior to holding the meetings. These meetings are intended to go over the group's annual activity plan, financial health and propose or vote on constitutional amendments, if any. Motions will require 2/3 majority of registered members in attendance for a vote to be cast. The motion with the most votes will be passed.

b) Executive Meetings:

The executive committee shall meet on a monthly basis where date and times are to be set by an executive. The quorum of executive meetings shall be 50%+1 of executives.

8. Amendments

Any registered U of T members may propose and vote on amendments to this constitution. The Executive Committee will administer the process of having amendments discussed at general meetings.

Constitutional amendments shall require a 2/3 majority to be passed at Annual General Meetings by registered U of T members in attendance.

The Executive Committee shall formally adopt the new constitution and submit the revised constitution to the respective University offices (i.e. Centre for Student Engagement, etc) within two (2) weeks of its approval by general members.