Babson Marketing Association

In the past, the Babson Marketing Association has been without a strong future. Continuity was lacking, and the possible existence of the organization was fading due to decreasing membership. Well, today, this description is just the opposite of the Babson Marketing Association. The current Board has increased membership to over 8.5% of the student population. The organization has developed a constitution and a definite presence on the Babson campus. We have had an abundance of quality speakers, printed a resume book for promising students went to over 50 companies, played a major role in the Names Project AIDS Memorial Quilt, and much, much more. Our successes have far exceeded our failures, and the future of the organization looks even better. With a dedicated Board and the encouragement of the faculty and administration, the Babson Marketing Association has become one of the most proficient college chapters in the nation. We were the recipients of the 1991-1992 American Marketing Association’s Efficiency Award. The warmest of thanks to all of our members, faculty, and administration for all of your support. We hope to see you next year with the same enthusiasm.