

Appendix I: Ritual for Initiation of Members

Agenda/Script

Presenters: Officers

President:

Members of the (Name of University) 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. Great is truth, and almighty above all things. 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 God,
and of the members of Mu Kappa Tau 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, that 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.]