

P-15 Mu Kappa Tau Chapter Creation and Membership Recruitment

*100 points for starting a chapter
100 points per each member recruited
Maximum 1,000 points per year*

Due Date: 30 days after members join MKT

Mu Kappa Tau is a nationally recognized collegiate honor society for marketing students that was founded in 1966 by members of Pi Sigma Epsilon. For a limited time offer, Mu Kappa Tau is offering a special promotion to all PSE chapters that charter MKT chapters with at least ten new members. For more information about this offer or Mu Kappa Tau, please contact MKT Manager Gabrielle Williams at gabrielle.williams@pse.org or (414) 328-1952.

Earn COG Points: PSE chapters will receive 100 COG points for chartering an MKT chapter and then 100 COG points for every student who successfully joins MKT.

***Note: PSE chapters with already established MKT chapters can still earn up to 1,000 COG points if 10 or more students join MKT between February 1, 2016 and January 31, 2017.** (NOT required that all joining MKT members be PSE members)

Required Report Format: To earn COG points, simply e-mail the COG Administrator at COG@pse.org when a chapter has been created or members have been recruited. The COG Administrator will confer with the Mu Kappa Tau manager, at which point the points will be awarded. **No formal report necessary.**