



The Society for Consumer Psychology

The Society for Consumer Psychology represents the interests of social scientists in the fields of psychology, marketing, advertising, communication, consumer behavior, and other related areas. Some members of the Society are mainly interested in generating applied knowledge to solve specific marketing-related problems, while others focus on generating basic knowledge to contribute to theoretical and conceptual foundations of consumer psychology. The Society encourages all members to share their knowledge and contribute to the discipline of consumer psychology as a whole through contributions in conferences, journal articles, and book chapters.

Conferences

Each year the Society sponsors

- ◆ a national conference program (February),
- ◆ an Advertising and Consumer Psychology conference in late Spring, and
- ◆ a national conference program in conjunction with the annual meeting of the American Psychological Association (APA) (August).

SCP Publications

Journal of Consumer Psychology

Consumer Psychology Book Series (from Advertising & Consumer Psychology Conference)
Conference Proceedings

Membership

Annual membership dues are \$50 (\$30 for students) and include

- ◆ subscription to the *Journal of Consumer Psychology* with on-line access,
- ◆ on-line access (with password protection) to our new website myscp.org,
- ◆ mailings notifying you of conferences and special issues of journals.

Membership in the Society for Consumer Psychology does not require membership in American Psychological Association or the American Psychological Society.

Please visit our web site, myscp.org to join and find out more information about SCP.



2010+ Membership Form

IMPORTANT REMINDER: You must go to wwwmyscp.org to enter or update your information.

Name: _____

Mailing Address: _____

Telephone: (office) _____ FAX _____

Telephone: (home) _____

E-mail: _____

**Please help us and help yourself.
This form is for mail-in payment only.**

ENTER YOUR MEMBERSHIP INFORMATION ON-LINE AT MYSCP.ORG!!

Are you a member of APA? YES NO

If not, consider joining APA Div. 23 (Society for Consumer Psychology) at <http://www.apa.org/membership/members.html>

Please note: Membership is for calendar year(s). If you join mid-year, you will receive back issues of JCP for that calendar year and will need to renew at the end of that year. Back issues are mailed from the publisher along with the next issue and can take 2-3 months to receive (longer for international mailings).

Do you give permission for SCP to occasionally sell your information to related organizations? Yes No

Multi-Year Memberships: You can now join and renew for up to 3 years.

# Years (1, 2, or 3)	Cost/yr.	Total Cost
_____ Academic Membership	\$50.00/yr.	\$ _____
_____ Practitioner Membership	\$50.00/yr.	\$ _____
_____ Retired Membership (over 64 & retired, JCP included)	\$25.00/yr.	\$ _____

Single Year Memberships: You must renew each year.

_____ Student Membership-2010 only	\$30.00
_____ Retired Membership (over 64 years & retired, JCP not included)-2008 only	No Charge

Credit Card Payment (please circle): Visa MasterCard American Express (Sorry, no Discover)

Account # _____ Please type or print clearly _____ Expiration Date _____ mo / _____ yr

Signature _____

Please make checks payable to: **The Society for Consumer Psychology**. Tax ID: 363607499.

Mail membership form and payment to: **(but still must go online to enter your membership information)**

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