

Welcome to our weekly newsletter!

Upcoming Events

Speaker Series #7: Ally (4/7)

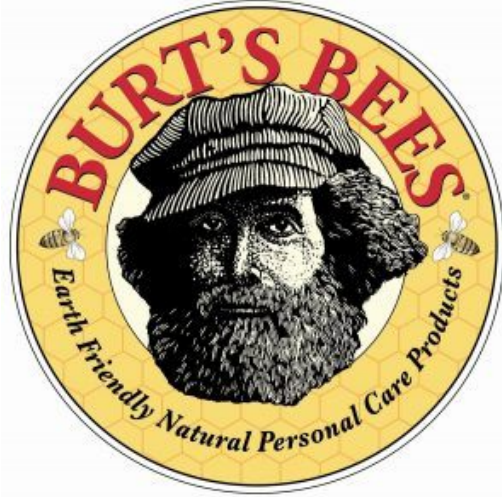
Today we are hosting our 7th Speaker Series event with representatives from Ally! They'll share insights into their roles, career paths, and how Ally approaches marketing in the financial services industry. This is a great opportunity to learn from professionals at a leading digital financial company and ask questions about branding, strategy, and more. The event is happening now on zoom.



[Zoom Link Here](#)

Speaker Series #8: Burt's Bees (4/15)

Join us for last Speaker Series of the semester featuring Burt's Bees on Monday, April 15! Discover how this iconic brand blends purpose-driven marketing with natural product innovation. Hear from industry professionals about their career journeys and the unique challenges and strategies behind Burt's Bees' success. Come connect with peers, grow your network, and explore what marketing looks like in the world of sustainable consumer goods.



BURT'S BEES

Highlight From Last Week

Speaker Series #6: Mythic (4/1)

Last week we hosted our 6th Speaker Series with Mythic, one of the most dynamic agencies in advertising. Representatives shared insights on creative strategy, campaign development, and the people behind Mythic's powerful work. We were excited to be one of the first groups to preview their new "All in North Carolina" campaign, gaining exclusive insight into the storytelling and strategic thinking behind the launch.



Marketing Electives

It's registration season, and we know picking classes can be overwhelming—so we're here to help! Check out our list of recommended marketing electives to explore new interests, build your skills, and make the most of your time at Kenan-Flagler.

- **BUSI 546. Sport Marketing and Media (1.5 Credits)**
- **BUSI 558. Digital Marketing (3 Credits)**
- **BUSI 563. Retail & E-tail Marketing (1.5 Credits)**
- **BUSI 566. Marketing Strategy: Sustainable Competitive Advantage in Dynamic Environments (3 Credits)**



Other Opportunities

Internship Opportunity with Urja Bar

Urja Bar, a woman-owned small business focused on crafting nutritious, plant-based energy bars, is looking for a creative and motivated intern to help grow its online presence. The role involves creating engaging social media content, producing short videos, promoting the brand, and gathering customer feedback, with optional event participation. The position offers \$15/hour for 5–8 hours a week, starting ASAP. Interested applicants should send their resume and a brief write-up of relevant experience to urjabar@gmail.com.



Speaker Spotlight

Name: Caleb Petty
Company: Mythic
Grad Year: 2021
Major/Minor: Media and Journalism (Advertising & Public Relations concentration) and Exercise and Sport Science (Sport Administration concentration)
Current Role: Planner/Strategist

Question: *What was the most valuable course you took at UNC/Kenan-Flagler/Hussman for your career?*

Answer: "Many Hussman Ad&PR classes were valuable in helping me understand the basics of advertising and specifically, advertising strategy (e.g. Ad Account Planning, Ad Research). This foundational knowledge helped me get jobs at the 1893 Brand Studio in Chapel Hill and later, Mythic, where I could apply my learning to real-world client projects.



My unsolicited advice: don't be afraid to make friends with classmates! Staying connected with two older students in my Account Planning class after they graduated was critical to landing my current job."

[Caleb's LinkedIn](#)

Internship Opportunities

Here is our internship list that gets updated biweekly! This week includes new summer internships with many local opportunities in NC, such as at Ralph Lauren and even on-campus.

[Internships](#)

Marketing Insights

- [College Basketball NIL Deals](#)
- [KitKat Marketing](#)
- [Spotify Brands Itself as Nutritional](#)

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