

## Welcome to our weekly newsletter!

### Upcoming Events

#### Spring Social (4/24)

Join us this Thursday from 6:00–7:30 PM (location TBA) for our Marketing Club Spring Social! Take a break from studying and come hang out with fellow members for a relaxed evening filled with good food, fun games, and great company. We'll have free dinner and a variety of games like corn hole, spike ball, and more to help you unwind. It's the perfect way to wrap up the semester and connect with other students before summer break—we hope to see you there!



### Highlight From Last Week

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

Last week we hosted our final Speaker Series of the semester featuring Burt's Bees. Their team shared how the brand blends purpose-driven marketing with natural product innovation, while also diving into their personal career journeys and the unique challenges behind Burt's Bees' success. Attendees got to explore what marketing looks like in the world of sustainable consumer goods, connect with peers, and grow their networks. To top it off, Burt's Bees handed out samples of their new Tinted Boosted Balms, giving everyone a fun and exclusive product experience.



### Marketing Classes

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](mailto:urjabar@gmail.com).



#### Internship Opportunity with LiveSwitch

Looking for a meaningful and high-impact internship this summer? LiveSwitch is hiring General Business Interns to help drive initiatives at their fast-growing tech company based in Apex, NC. This paid internship offers \$25/hour and gives interns full ownership over major projects—from social media campaigns and sales outreach to media placements and product testing. Interns work directly with leaders like Chairman Brian Hamilton, founder of Sageworks, and are expected to take initiative, set goals, and drive results. Applicants must have a 3.7+ GPA, strong communication skills, and a passion for entrepreneurship. If you're ready to be the "CEO" of your own projects this summer, apply now at [liveswitch.com](https://liveswitch.com).



### 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.



### Marketing Insights

- [Gatorade x Kendrick Lamar](#)
- [JCPenny New Brand Positioning](#)
- [Innovative T-Shirt Slogan](#)

Want to be featured in our newsletter? Fill out this quick form!

