

Welcome back, Marketing Club members!

Events this Month

Speaker: The Link Group - 1/15

Last week, The Link Group, a premier marketing consultancy, delivered an insightful and engaging session as part of our Semester-Long Speaker Series. Attendees were treated to a dynamic Ted Talk-style presentation exploring the latest trends in qualitative and quantitative market research. The evening wrapped up with a lively Q&A session, where students gained valuable insights into careers in marketing research and the strategic approaches employed by The Link Group.



Thank you to everyone who joined us for this fantastic kickoff event. Stay tuned for more inspiring speakers throughout the semester!

Procter & Gamble's 9th Annual UNC Case Competition **Registration Now Open!**

Calling all freshmen and sophomores: Are you ready to tackle real-world business challenges? Join Procter & Gamble's 9th Annual UNC Case Competition and showcase your creativity, teamwork, and problem-solving skills. This is your chance to work in teams, develop innovative solutions, and receive expert feedback from P&G professionals.

Registration Deadline: February 9th

[Register](#)

Don't miss out on this incredible opportunity to learn, network, and grow!

Speaker Series #2: Pillar4 Media - 1/29

Next Wednesday, January 29, we will be hosting our second session of the UNC Marketing Club Speaker Series featuring **Pillar4 Media**, a leading digital media platform specializing in health and wellness content. Discover how Pillar4 connects consumers with trusted products through innovative content and cutting-edge digital strategies. This event will include an insightful presentation, an interactive discussion with their team about content marketing and digital media strategies, and a chance to network with professionals from a company recognized for its exceptional workplace culture.

Note: This event will be virtual!

Internship Opportunities

Here is our internship list that gets updated weekly! This week includes summer internship opportunities at Tiffany & Co. and NBCUniversal as well as remote opportunities during the semester at Wall Street Juniors and Maclean-Fogg Company.

[Internships](#)

Marketing Insights

[Running a company in Hollywood](#)

[Digital Marketing Trends 2025](#)

[Celebrating Good Marketing](#)

Marketing Exec Spotlight

Name: Isabela Souto
Email: isasouto@business.unc.edu
Year: Sophomore
Major: Business Administration
Hometown: Hickory, North Carolina
Years in Marketing Club: 1 full year!

"I joined the Marketing Club my freshman year here at UNC because I have always known I wanted to work close to the consumers, however, I didn't fully understand what marketing was given I had no past experience in the field nor had I taken any classes. This club has been an invaluable opportunity to explore the diverse industries and roles within marketing. Additionally, it has helped me better understand what I want to do as a future marketing professional."



What I didn't expect when I joined this club was the incredible networking opportunities. UNC alumni greatly support the club and are always excited to speak to our members about their professional journey in marketing."

[Isabela's LinkedIn](#)

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