

Welcome to our weekly newsletter!

Upcoming Events

Procter & Gamble's 9th Annual UNC Case Competition Registration Closes on Sunday!

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](#)

P&G Case Competition Prep Session 2/11

Next Tuesday, February 11, Procter & Gamble representatives will host a virtual prep session to help students excel in the upcoming case competition. This session will provide insights into P&G's approach to business challenges, tips on structuring your case analysis, and best practices for delivering a compelling presentation. Whether you're new to case competitions or looking to refine your strategy, this is a valuable opportunity to gain an edge and boost your confidence before the big event!

Use the zoom link below to attend (this link will also be sent out later in our GroupMe!)

[Zoom Link](#)



Highlight From Last Week

Speaker Series #2: Pillar4 Media - 1/29

Last Wednesday, we hosted our second session of the UNC Marketing Club Speaker Series featuring **Pillar4 Media**, a leading digital media platform specializing in health and wellness content. Pillar4 connects consumers with trusted products through innovative content and cutting-edge digital strategies. This event will included an insightful presentation, an interactive discussion with their team about content marketing and digital media strategies, and opportunities for our members to network with company representatives.



Other Opportunities

Carolina Skin Clinic Marketing Intern

Carolina Skin Clinic is seeking out an intern or part-time employee to help improve their marketing initiatives. Kaitlyn Pell is a Physician Associate that started Carolina Skin Clinic, a concierge aesthetic medicine practice right off E. Franklin Street in Chapel Hill. Her clinic focuses on unmatched patient-provider relationships (valuing patient over profit) and curating naturally effortless results that enhance the patient's natural and unique beauty. Services include cosmetic injectables like Botox/Dysport, Dermal Filler, Biostimulators (Sculptra), Cosmetic Dermatology Services (SkinPen, PRP/PRF, Microneedling, Medical Grade Skincare). Anyone interested in helping grow the company's social media account, whether that be a social media/marketing student, freelance artist, or a Chapel Hill agency would be an excellent fit for this position!

Anyone interested can reach out via email: hello@carolinaskinclinic.com

Other valuable links:

Website: <https://carolinaskinclinic.com/>

Instagram: [@carolinaskinclinic](#)



RideLink (a UNC Startup)

Shuban Gou, a sophomore at UNC, is building a startup called RideLink which connects Student Drivers and Riders to facilitate medium distance (50-300 mile) low-cost rides. The company recognizes how vital good marketing is to making the platform a success and are looking for students like you to fill various roles. If interested, you can reach out to Shuban Gou via email!

Email: smgou@unc.edu

Internship Opportunities

Here is our internship list that gets updated weekly! This week includes new summer internships for those interested in working at a marketing agency as well as marketing opportunities within a corporation.

[Internships](#)

Marketing Insights

[What to Expect in This Week's Markets](#)

[Angel Reese x McDonald's Partnership](#)

[The Best & Worst of the Grammys](#)

Marketing Exec Spotlight

Name: Maia Cankurtan
Email: Maia_cankurtaran@kenan-flagler.unc.edu
Grad Year: 2027
Major/Minor: Business Administration m
Hometown: Wilmington, NC
Executive Position: VP of Membership

Question: Why did you join the Marketing Club?

Answer: "I joined UNC Marketing Club because I've always been interested in marketing and saw it as the perfect opportunity to get involved as a freshman. The club introduced me to incredible networking and learning experiences, and I was able to build meaningful connections along the way. As VP of Membership, I've thoroughly enjoyed being part of the exec team, working to create a positive atmosphere for growth, and finding ways to engage members and build a



strong sense of community. The club has brought so many valuable learning opportunities, and one of my favorite events this year was a beauty industry session with a UNC alum from Elida Beauty, as I'm particularly passionate about marketing in this field."

[Maia's LinkedIn](#)

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

[Member Feature](#)

