

## Welcome to our weekly newsletter!

### Upcoming Events

#### P&G Case Competition Prep Session 2/11

Tonight, Procter & Gamble representatives will host a virtual prep session @ 6pm 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 posted in our GroupMe)!

[Zoom Link](#)



#### P&G Networking Night 2/20

Join us next Thursday for an exclusive P&G Networking Night, where you’ll get the chance to connect with judges before the case competition and gain valuable tips and tricks to help you succeed. This is a unique opportunity to ask questions, learn insider insights, and build relationships with professionals from P&G.

#### P&G Case Competition 2/21

Save the date for the 9th Annual UNC x P&G Case Competition! This is your chance to put your problem-solving skills to the test and showcase your strategic thinking. Finalists will present their innovative solutions to a panel of P&G judges, gaining valuable real-world experience and professional feedback.

### Highlight From Last Week

#### Speaker Series #3: Brandwein’s Bagels 2/6

Last week, we hosted our third speaker series of the semester, featuring Alex Brandwein, the founder and owner of Brandwein’s Bagels. He shared valuable insights on building a successful business, crafting a strong brand identity, and developing an effective marketing strategy. Alex also reflected on how his experience at Kenan-Flagler contributed to his entrepreneurial journey. Our members engaged in a thoughtful discussion, asking insightful questions—and as a bonus, they walked away with Brandwein’s Bagels gift cards!



### 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](mailto:hello@carolinaskinclinic.com)

*Other valuable links:*

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

Instagram: [@carolinaskinclinic](https://www.instagram.com/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](mailto: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

[The Cost of a Super Bowl Ad](#)

[Elon Musk Buying OpenAI](#)

[The Super Bowl from a Marketing Perspective?](#)

### Marketing Exec Spotlight

**Name:** India Thomas  
**Email:** [India\\_Thomas@kenan-flagler.unc.edu](mailto:India_Thomas@kenan-flagler.unc.edu)  
**Grad Year:** 2027  
**Major/Minor:** Business Administration & Sports Administration  
**Hometown:** Springfield, VA  
**Executive Position:** VP of Communications



**Question:** *Why did you join the Marketing Club?*

**Answer:** “In high school, one of the first electing classes I took was called ‘Intro to Marketing’. I absolutely loved that class and from then on, I knew I wanted to study business in college. However, upon coming to UNC, I quickly realized that there were many avenues in which business could be pursued. So, I joined a multitude of clubs in search of where my true passion was, and inevitably, the Marketing Club brought me right back to my roots, reminding me of that incredible

class I took in high school where I first fell in love with business! This club has not only provided so many outlets for me to network and experience the field of marketing first hand, but it’s also connected me with some incredible people! Becoming a member has truly been one of the best decisions I’ve made!”

[India’s LinkedIn](#)

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[Member Feature](#)

