UNC MARKETING CLUB

WELCOME TO THE MARKETING CLUB'S NEWSLETTER

Week of 11.02 - 11.08

Upcoming Events:

Nov. 5th[th] @ 6pm – MAC Cosmetics Speaker Event

Join us this **Thursday, November 5th,** at **6 p.m.** in **Bell Hall Room 1020** for an exciting speaker event with **MAC Cosmetics**! Come learn more about the beauty industry, gain insights into marketing and branding from MAC's **VP of Sales and VP of Marketing**. The **first 30 students** to arrive will receive a **mini gift bag**!
PLEASE REGISTER FOR THE EVENT HERE!

Member Spotlight: Maeve Jacobs



Studying:
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Is there a marketing "company" or campaign you particularly admire? Why?

I really love Duolingo's approach to marketing and advertising including cpamiagns like "Death of Duo" and their super casual and funny tiktok's and tiktok comments under other users videos. It's so fun for advertising because it completely flips how brands talk to people. Instead of boring ads, they treat their green owl mascot like a completely unhinged person and it's caused their mascot to become an easily identifiable internet celeb and has drawn so much attention and brand recognition to their company/app.
It really proves that if a brand gets online culture and isn't afraid to use trendy humor, people will naturally fall in love with it and share everything.

Fill this out to be featured: **Marketing Club Member Spotlight**

Internship Opportunities:

The Borgen Project, an international organization dedicated to fighting global poverty, is offering a **remote, part-time Social Media/Digital Marketing Internship**! Interns will gain hands-on experience in branding, market research, social media strategy, media outreach and fundraising while supporting global advocacy efforts. This **12-week**, unpaid internship requires approximately **12 hours per week**, with flexible scheduling and new start dates each month. No prior experience is required, and college credit is available.
Learn more and apply here!

Roots is seeking creative students interested in marketing, social media, and content creation for its **Creator Internship**! Interns will gain hands-on experience producing short-form video content, building their portfolios, and receiving weekly mentorship from the social media manager. The role requires **under 5 hours per week**, with interns **creating 10 edited videos weekly**. Compensation includes a **personal Roots discount code** to enjoy food throughout the semester!
Learn more and apply here!

Explore Marketing at Carolina

Professor Panel: Black Friday & Holiday Shopping

Go behind the scenes of Black Friday and holiday marketing with five UNC Kenan-Flagler professors! Join the panel on **November 18 from 3:30–5 p.m.** in **Bell Hall Room 2020** for a discussion and Q&A on the strategies brands use during the holiday shopping season. **All UNC students are welcome**, and **snacks will be provided**!

Stay Connected with the Marketing Club!

Website: https://www.unckfmarketingclub.com/
GroupMe: https://groupme.com/join_group/96475071/w497Z38O
LinkedIn: https://www.linkedin.com/company/uncmarketing/
Instagram: https://www.instagram.com/uncmarketing/?hl=en