

Week of 10.12 - 10.18

Happy (almost) fall break members! We hope you have a restful break, and we hope to see you at our events after the break!

Upcoming Events:

Oct. 19th @ 6pm – Fall Social

Mark your calendars for an exciting upcoming social next **Monday, October 19th** at **6pm** in **Carroll Hall (room TBD)** with the **Advertising Club** and **Public Relations Club**. This will be a chance to spend time with other club members! Be sure to keep an eye out for additional details!

Oct. 27th @ 6pm – Halloween Social @ YOPO

Mark your calendars for a festive upcoming social on **October 27th** from **6-8pm** at **The Yogurt Pump (YOPO)**. This will be a chance to spend time with other club members! Be sure to keep an eye out for additional details!

Member Spotlight:

Vice President of External Relations: Sahana Ramesh



Studying:

Majors: Business Administration & Data Science

Minor: Advertising and Public Relations

Year: Sophomore

Hometown: Cary, NC

Contact:

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

A marketing campaign I particularly admire is Patagonia's "Don't Buy This Jacket" campaign. I think it's a great example of how a company can use marketing to communicate its values rather than simply trying to sell a product. The campaign encouraged consumers to think twice before buying new clothes and highlighted the environmental impact of overconsumption. I admire how Patagonia took a message that could seem completely opposite to traditional marketing and turned it into something that strengthened the brand's identity. It felt authentic to Patagonia's focus on sustainability and showed me that effective marketing is not always about convincing people to buy more; It can also be about building trust and connecting with consumers around shared values.

Want to be featured? Fill this out: [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 for a real brand, 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, along with valuable marketing experience!

[Learn more and apply here!](#)

Explore Marketing at Carolina

Tar Heel Brand Cup: L'Oréal Brandstorm Edition

Put your marketing and branding skills to the test in the **Tar Heel Brand Cup**, a **L'Oréal-sponsored case competition open to all UNC undergraduates**! Teams of three will develop and present a solution to a real-world branding challenge, with **applications to compete due October 19**. For teams chosen to compete, the case will be released on 11/6, submissions will be due 11/12, and presentations, lunch and an awards celebration will take place on 11/13, from approximately 8:30am–3pm. [Learn more and apply here!](#)

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**!

Spring Break Study Abroad Opportunities

Argentina & Uruguay Global Immersion Elective

Explore international business and emerging markets through Kenan-Flagler's Global Immersion Elective to **Buenos Aires, Argentina** and **Montevideo, Uruguay**! Students will travel from **March 5–13, 2027**, and gain firsthand exposure to business in Latin America. The program is **open to already admitted Kenan-Flagler students** (admitted October 2025 or earlier), and **applications are due October 19**! [Learn more & apply here!](#)

Budapest Consulting Global Immersion Elective:

Gain hands-on international consulting experience in **Budapest, Hungary**, through Kenan-Flagler's Global Immersion Elective! Students will collaborate with **Corvinus University Business School**, participate in a case competition, and present their findings abroad from **March 5–13, 2027**. This opportunity is open to already admitted Kenan-Flagler students (admitted October 2025 or earlier), **Applications are due October 19**! [Learn more & apply here!](#)



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