



WELCOME TO THE MARKETING CLUB’S NEWSLETTER

Week of 8.31 - 9.5

Welcome back to, Carolina! We hope your first few weeks back are going well. We have lots of exciting events planned, and can’t wait to share what’s in store!

Upcoming Events:

September 3 @6pm – General Body Meeting

Join us for our first General Body Meeting of the semester on **September 3rd at 6 PM** in **McColl Building Room 2650**! Come meet the exec board, learn more about the Marketing Club and what we do, discover what we have planned for the semester, and connect with fellow Tar Heels!

Mid September – Case Competition

Put your marketing skills into action by partnering with Flyleaf Books, a local Chapel Hill business, to **develop a real-world campaign**. Gain hands-on experience, build portfolio-ready work, and compete for a **\$100 team prize**. Our kickoff meeting will be held on **September 10 at 6 PM**, so be sure to **register your team here** before then!

Member Spotlight:

Co-President: Michael Aazam



Studying:
Major: Business Administration & Communications
Year: Sophomore
Hometown: Fayetteville, NC
Contact:
Email: micaaz@unc.edu
LinkedIn: <https://www.linkedin.com/in/michael-aazam/>

Why did you join the Marketing Club?

The Marketing Club was the best environment for me to be able to explore my future career while also connecting me to students across UNC and Kenan-Flagler that hold the same enthusiasm about marketing as me. What I learned after joining was how expansive the marketing industry could be. Each guest speaker event I attended opened my mind to a world within marketing I wasn’t exposed to in high school, which made me think about my potential role within the profession more critically. Pairing that with members across all years and backgrounds gave me the opportunity to not only learn much more about the career but also learn from others and their perspectives. All of which have shaped not only me as a professional, but also as a student and a friend!

Want to be featured? Fill out this form: [Marketing Club Member Spotlight](#)

New Internship Opportunities:



Youth Ambassadors of Service (YAS) is the only youth-founded, youth-led, and youth-operated nonprofit that provides targeted training, mentorship, and leadership development for high school students through service. YAS is currently looking for a **marketing intern** and a **business/operations intern**. Learn more on [YAS’s website](#), and through the links below! The applications will remain open on a rolling basis.

[Marketing Intern](#)
[Business/Operations Intern](#)



Climate 2.0 at Carolina brings UNC students together to work on **real-world sustainability projects** with campus and community partners. They are currently looking for students interested in marketing to contribute to projects involving market research and business partnerships. Apply by **September 6** to potentially **earn ENEC 395 course credit**, have **opportunities for formal publication**, & gain real-world experience! [Apply here!](#)

Explore Marketing at Carolina

Pi Sigma Epsilon | Marketing & Sales Business Fraternity

Pi Sigma Epsilon (PSE) is a Kenan-Flagler affiliated professional fraternity **open to all UNC students**, regardless of major. PSE focuses on professional development, leadership, sales, and marketing, providing members with opportunities to build career skills, connect with industry professionals, and grow their professional network. [Join the recruitment GroupMe](#) to learn more, and [apply](#) by **September 4 at 11:59 PM**.

Marketing Career Perspectives: Sports Marketing with Drew Praster

Join the UNC Kenan-Flagler Marketing Advisory Board on **Wednesday, September 16 at 12:30 PM** in **Bell Hall 1010** for a conversation with Drew Praster, Chief Ticketing Officer for the Pittsburgh Penguins. **Open to all UNC undergraduate students**, this is a great opportunity to hear from an experienced sports marketing professional and learn more about careers in the industry. **Pizza will be served!**

Stay Connected with the Marketing Club!



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

