

Welcome to our weekly newsletter!

Upcoming Event

Speaker Series #6: Kurt Chamberlin (3/27)

We're excited to host our 6th Speaker Series event with Kurt Chamberlin, a Strategy Manager at General Motors. With a background in product management, marketing strategy, and internal consulting across companies of all sizes—from startups to Fortune 100 firms—Kurt brings a wealth of experience in identifying growth opportunities and driving strategic initiatives. He also earned his MBA from Kenan-Flagler and is passionate about recruiting, team building, and organizational behavior.



[Kurt's LinkedIn](#)

Highlight From Last Week

Speaker Series #5: P&G (3/18)

Last Tuesday, we hosted a virtual speaker series event with Procter & Gamble. P&G reps shared insights into their marketing strategies, brand management, and how they bring some of the world's most iconic brands to life. It was a great opportunity to learn from industry leaders and get a behind-the-scenes look at marketing at one of the world's top companies.



Important Updates

General Exec Board Applications

Applications are now open for our General Executive Board! If you're passionate about the Marketing Club and want to be part of the team we'd love to have you apply. Applications are due this Wednesday, 3/26 at 11:59 PM!



[Exec Applications](#)

Other Opportunities

Donations to Marketing Excellence Fund

Support the Marketing Excellence Fund tomorrow during UNC's Giving Day! All donations go directly toward enhancing the marketing experience at Kenan-Flagler, funding student events, career coaching, treks, and more. Every gift, no matter the size, makes an impact—and this year, each donation is entered into a drawing for a free Royal Caribbean cruise for two! Plus, if we reach 25 donations, Mike Barkley (former CEO of KIND) will unlock an additional \$5K gift. Go Heels!



EY Power Up Session at UNC Kenan-Flagler

EY and 100 Women invite you to join the EY Power Up Session—an interactive program designed to help women build authentic confidence, broaden their networks, and enhance communication skills. This experience-led session focuses on breaking down barriers to gender equity and empowering women to manage their careers with intention and success. Complete the interest form via the link below by Tuesday, April 1st. If you are selected to attend, you will receive a final details email on Monday, April 7th.

Event Details:

Date: Thursday, April 10th

Location: Specific location will be confirmed in a final details email

Time: 3:00 – 5:00 PM ET

Dress: Business Casual, jeans are included

[RSVP Here](#)



Internship Opportunity with Urja Bar

Urja Bar is a woman-owned small business dedicated to crafting nutritious and delicious energy bars. Guided by the motto "nourishment from nature," Urja Bar uses organic, plant-based ingredients with no refined sugar, preservatives, or artificial flavors. Their products are gluten-free and offer a wholesome, natural snack. Urja Bar currently sells online at urjabar.com and at the Western Wake Farmers Market, with plans to expand into local cafes and other venues. Urja Bar is seeking a creative and motivated intern to help grow its online presence and engage with customers.

Responsibilities include:

- Creating engaging weekly social media posts
- Producing short videos (bar creation process, customer interviews, owner features, etc.)
- Promoting Urja Bar and gathering customer feedback
- Attending Urja Bar events, including farmers markets (optional but encouraged)

Position Details:

- Time commitment: approximately 5-8 hours per week
- Compensation: \$15/hour
- Start Date: ASAP

If you're interested, please send your resume and a short write-up of any relevant projects or experiences to urjabar@gmail.com. They're excited to hear from you!



Internship Opportunities

Here is our internship list that gets updated weekly! This week includes new summer internships at global marketing firms across the US, from marketing agency BBDO Atlanta to market research firm Weber Shandwick in Washington, DC.

[Internships](#)

Marketing Insights

[March Madness Commercials](#)

[Snow White Movie Sales](#)

[B2B Tech Marketing Outpacing Other Brands](#)

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