

Welcome to our weekly newsletter!

Upcoming Events

Procter & Gamble's 9th Annual UNC Case Competition

Registration Now Open!

Calling all freshmen and sophomores: Are you ready to tackle real-world business challenges? Join Procter & Gamble's 9th Annual UNC Case Competition and showcase your creativity, teamwork, and problem-solving skills. This is your chance to work in teams, develop innovative solutions, and receive expert feedback from P&G professionals.

Registration Deadline: February 9th

[Register](#)

Don't miss out on this incredible opportunity to learn, network, and grow!

Speaker Series #2: Pillar4 Media - 1/29

Next Wednesday, January 29, we will be hosting our second session of the UNC Marketing Club Speaker Series featuring **Pillar4 Media**, a leading digital media platform specializing in health and wellness content. Discover how Pillar4 connects consumers with trusted products through innovative content and cutting-edge digital strategies. This event will include an insightful presentation, an interactive discussion with their team about content marketing and digital media strategies, and a chance to network with professionals from a company recognized for its exceptional workplace culture.

Note: This event will be virtual!



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

Other valuable links:

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

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



Busi-Tech NYC Trek

The Busi-Tech club is hosting a two day trek to New York City from April 17th, 2025, to April 18, 2025! During the Trek, participating students will visit top tech companies such as Google, Meta, EY, and Salesforce. They will have the opportunity to learn about and network with major players in the tech industry, as well as start-ups making big waves. They will also meet recruiters and UNC alumni who have successfully entered—and are thriving in—roles across various functions, including finance, marketing, product development, and more.

This experience offers unparalleled, in-person exposure to some of the world's leading companies, immersing attendees in their dynamic environments. It also provides invaluable opportunities to build connections with industry professionals, paving the way for potential internships and full-time career opportunities.

Students can apply via the form below or by scanning the QR code below.

APPLICATION LINK: [Apply now](#)

DUE DATE: January 31st, 2025



Internship Opportunities

Here is our internship list that gets updated weekly! There are summer internships at global companies like the Coca-Cola Company as well as on-site opportunities at local companies like Red Hat.

[Internships](#)

Marketing Insights

[Marketing and AI](#)

[Netflix Gained 19M Subscribers Last Quarter](#)

[Doritos Super Bowl Ad](#)

Alumni Spotlight

Earlier this month, our club was thrilled to welcome Mr. Grant Morgan, a Research Manager at The Link Group, along with his team, to kick off our first speaker series event of the semester. He shared invaluable insights about his journey from UNC to his current role and the experiences that shaped his career. Here's a closer look at Mr. Grant Morgan and his advice for students:

Name: Mr. Grant Morgan

Email: grant@tlg.com

Grad Year: 2021

Major/Minor: Business Administration major, Spanish for the Professions (Business) minor

Employer/Position: The Link Group, Research Manager

Question: *What was the most valuable course you took at UNC or Kenan-Flagler for your career?*

Answer: "The combination of CSF and STAR was the most valuable experience



I had during undergrad. CSF prepared me for working in different team dynamics, and how to be flexible when adapting to different working styles. STAR built on this directly adding in the layer of working directly with a client, which was such a unique opportunity in undergrad."

[Grant's LinkedIn](#)

Want to be featured in our newsletter? Fill out this quick form!

[Member Feature](#)

