Today’s Agenda

- Meet the E-board
- New Logo
- Membership + Benefits
- Connect to the Industry
- Connect with Mkt Soc
- Mentorship Program
- Plans for the Year
- Battle of the Brands
Meet the E-board

If you were a brand, which one would you be?
Meet the E-board

- Cristina Plana, Co-President
- Year: Senior
- Major: Marketing + Management
- Brand: Google
Meet the E-board

- Cuauthemoc (C-moc) Sandoval, Co-President
- Year: Senior
- Major: Marketing
- Brand: Nike
Meet the E-board

- Chris Fasser, Treasurer
- Year: Senior
- Majors: Finance + Accounting
- Minor: Russian and Slavic Studies
- Brand: Calvin Klein

Calvin Klein
Meet the E-board

- MinJu Park, Membership Manager
- Year: Sophomore
- Major: Marketing
- Minor: Business of EMT
- Brand: DISNEY!
Meet the E-board

- Henry Kim, Alumni Network Manager
- Year: Senior
- Majors: Marketing + International Business
- Minor: East Asian Studies
- Brand: Lindt & Sprüngli
Meet the E-board

- Bonnie Ding,
  *Brand Manager*
- Year: Sophomore
- Majors: Marketing
- Brand: Google
Meet the E-board

- Ashley Chung, Webmaster
- Year: Senior
- Major: Marketing
- Minors: Psychology + Studio Art
- Brand: Apple
Meet the E-board

- Amy Wong, Industry Manager
- Junior
- Major: Marketing
- Brand: Red Bull
Meet the E-board

- Alexandria Pang, *Industry Manager*
- Year: Sophomore
- Major: UNDECIDED
- Brand: Disney

Disney

Omktsoc

themarketingsociety
Meet the E-board

- Jeffery Green
  - Faculty Advisor
  - Clinical Associate Professor of Marketing
  - Joined Stern: 2006
  - Brand: Cheerios

- Susan Douglas
  - Faculty Advisor
  - Paganelli-Bull Professor of International Business
  - Professor of Marketing
  - Joined Stern: 1978
Membership + Benefits

- General members must accrue 2pts per semester
- Speaker + professional development events = 2pts
- Social events = 1pt
- Gold Members accrue at least 12pts
  - AMA Membership
  - Special end of the year event
  - Priority in e-board elections
Connect to the Industry

- Weekly Newsletters
- Blog
  - themarketingsociety
    blog.blogspot.com
- Twitter updates
- Weekly Update
Connect with Mkt Soc

- Website
- Facebook
- Linkedin
- Weekly meetings
- Social events
Mentorship Program

- Provide an opportunity to develop relationships outside of the classroom
- Tap into the experiences and career choices from alumni
- Learn more about how to best position yourself for internships and/or jobs
Plans for the year

- Speaker events
- Agency visits
- Developing professional skills
- Alumni + mentor mingles
- Partnering with other stern clubs
- Case study competitions
- Networking with marketing clubs @ other schools
Upcoming Events

- Nielsen
  - Tomorrow 9/17 12:30pm KMEC 3-110
- Ogilvy Entertainment
  - 9/23 12:30pm UC-19
- Mkt Soc Mingle
  - 9/24 7pm C-moc’s apartment
Get excited!

Weekly meetings
UC-19
mktsoc@stern.nyu.edu
Battle of the Brands

- 2 teams
  - Come up with team name
- Logo/slogan will appear
- Team has one guess
  - If right, one point
  - If wrong, other team gets chance to steal
- Team with most points gets 1pt towards Gold Member status
Example
Battle of the Brands
Thanks for playing!
See you tomorrow
KMEC 3-110 12:30pm