

The Marketing Career Fair

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Marketing Career Fair

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The first bi-annual Marketing Career Fair took place on September 18th in the Business Building Atrium. In attendance were thirteen companies available to discuss both full time and internship opportunities. Five of the thirteen companies at the fair were among Business Week's "Best Places to Launch a Career." PSMA members went to great lengths to promote this event and helped make the fair a huge success. Prior to meeting the recruiters, PSMA held an information session to prepare students, providing key facts and valuable information about the companies participating.

After this semester's event PSMA hopes to continually grow the fair each year, and will be inviting more companies to attend. PSMA CEO Melissa Schipke said that "...it was a huge success and we are excited for it to grow!" The second semi-annual fair will occur in February 2009, with hopes of providing even more opportunities for marketing students in their job search.



Advertising

This month the Advertising division planned to collaborate with the Sports Marketing Division to create advertisements for Lionheart Fitness Center; State College's newest downtown gym. The division's most popular idea for this semester has been working with the local Republican or Democratic offices and clubs. Not only would the committee like to create awareness for the clubs themselves, but also each party's presidential candidate.

In collaboration with the Fundraising division, Director Rick Suchan and members have been creating awareness for PSMA's next fundraising event; a car wash on University Drive. Tickets will be sold for \$10 and the two divisions have established the goal of selling an aggressive 100 car washes.

Faculty & Alumni Relations

Lead by director Andrew Tuchfeld and assistant Christina Mellone, the division has been broken up into various committees that will focus on all the aspects of the division. The Faculty Committee will plan social events to better acquaint the faculty with the students of PSMA. The division's first event will be a Faculty & Student Speed-Dating Social. A faculty member will pair up with a small group of students for a few minutes to ask questions and get acquainted with each other. The event will occur mid-October, specific date and time to be announced.

The Alumni Committee of the division is taking on the huge task of compiling an alumni database of PSMA graduates as well as alumni who graduated with a degree in marketing. They will also set up guest speakers and events to network with alumni.

The third committee is responsible for newsletters. There are two newsletters, this one sent out monthly to the faculty, and one sent out twice a semester to the alumni.

Entertainment Event Planning

Lead by Garrett Bogden, the Entertainment Event Planning Division, is off to a great start so far this semester. With important upcoming events like the Athletic Date Auction, 100 Days 'Til THON Concert, and PSMA Scavenger Hunt, these event planners have wasted no time jumping into the 2008/2009 school year. The division's members have been encouraged to get involved, take leadership positions, and become committee leaders within the division. After successful brainstorming, members also plan to host events like snow tubing, hay rides, a talent show, and a benefit comedy show this year.

At this week's division meeting, a BJC intern will be coming to speak about and an upcoming market research collaboration. The PSMA member who brings back the most surveys will receive free tickets to the upcoming Lewis Black show! The division also plans to work with the State Theatre and Habitat for Humanity this year.

Fundraising

The focus of this year's Fundraising (Sales) division is not only to raise money for PSMA but also to develop the sales skills of its members. This year's enthusiastic director, David Clavens, has invited Professor Carter of the marketing department, to speak at the October 1st Fundraising meeting. His presentation will include information on his past experiences in Sales and should be a unique and informative event for all who attend.

After group brainstorming sessions members developed fundraising avenues to pursue this semester including: pumpkin sales on campus, advertising space in upcoming PSMA newsletters, a bake sale, and video game tournaments.

The first fundraising effort of the year, hand designed White Out T-Shirts, were a huge success, selling out early last Thursday.

Market Research

The Marketing Research Division, designed to educate associates with dexterity concerning market research and consulting, is currently working on several new and exciting projects in each of our sub committees (Firm Collaboration, PSU Marketing Research, and Internal Analysis). The Firm Collaboration Committee recently began planning for a trip to a New York City market research firm for the month of November. PSU Marketing Research is running a research project evaluating the effectiveness of Penn State's basketball marketing campaigns. Additionally, this committee is working to develop a marketing proposal for Career and Corporate Services that will help establish brand presence for the Corporate Associates Program, or CAPS. Finally, the Internal Analysis Committee is developing a survey and focus group for a PSMA pitch.

Professional Event Planning

This division has had a busy semester thus far and is off to a great start with four successful tailgates and three to go. Director Amanda Shaw, Assistant Director Bianca Barajas, and all of the division members would like to extend the invitation to all marketing faculty to attend the remaining tailgates. Each week the PSMA members and their corporate sponsors gather at the corner of Park Avenue and University Drive. Please join us on October 18th, November 15th, and November 22nd for food, drinks, and networking!

In addition to running PSMA's tailgates, the Professional Event Planning Division has begun preparation for several upcoming events, including the Corporate Conference and a "How to Network" workshop.

Sports Marketing

With an attendance of 125 associates at the first meeting alone, the Sports Marketing Division currently stands as the largest division of PSMA. As a result of the sweeping interest in Sports Marketing, the division has been divided into various sub committees, including the Penn State Ultimate Fan Competition, THON Dodgeball, Penn State Basketball Presents "Pimp my Dorm Room," Penn State Olympic Sports, a Brainstorming Team, Penn State Basketball Ticket Sales and Promotions, the Penn State Celebrity Date Auction, and the Big Ten vs. SEC Powderpuff Football Challenge: Blitzing Autism. One of the division's most recent accomplishments includes signing up an impressive 160 teams for the THON Dodgeball Tournament because of heavy marketing on campus.

Non Profit Marketing

The Non-Profit Marketing Division's mission is to provide various marketing services and consulting for non-profit organizations on and off campus, while giving associates countless opportunities for leadership and experience. Since the beginning of the fall semester, this division has been contacted by more than ten non-profit organizations asking for PSMA's assistance with marketing-related activities. Some of these non-profit organizations include the Centre County Historical Society, the American Red Cross, the Center for Amazon Community Ecology, Big Brothers Big Sisters, and Hope for Kids. Currently, the members of this division are in the process of utilizing the marketing skills they have learned in their classes and different experiences to help these non-profit organizations.

Retail

The Retail Division has successfully completed their first project in collaboration with the Fundraising Division with the smash hit of the White Out T-shirt sale. Shirts were designed by Caroline Radvansky and included hand drawn pictures of both the Nittany Lion and Illini. Through the T-shirt sale, PSMA profited over \$2,000.

This semester, the division has also decided to pursue several projects. Members are compiling an Alumni Network of companies within the fashion industry that could recruit from PSMA and conduct information sessions. Second, they will be working with Reclaim Clique, an urban clothing company who would like to organize an on campus event with graffiti artists and DJs to promote their clothing line.

THON

As the THON buzz builds on campus, the THON Division, consisting of several sub committees (THON Events, THON Fundraising, Corporate Donations, Videoscrapbook, Canning and Newsletters) has begun planning various related events, including our first canning trip and a spaghetti dinner. In an effort to reunite with PSMA's THON family and strengthen our relationship accordingly, our division has also organized for our family (the Krushinskis) to visit Penn State on Halloween for some apartment trick-or-treating around State College. Also, the committee installed a Spirit Points system, which will be taken into consideration when the organization chooses who will dance for PSMA during THON.



Check your mailbox for your monthly PSMA updates!