

VCU MKTGNews is a forum of **university business** news, events, and updates that are of interest to marketing faculty, staff, and students. It is published by the Department of Marketing in the VCU School of Business. To submit items for this publication, email your request to mktgdept@vcu.edu.

1. **You're invited! Special Guest Speaker on April 15th; RSVP today at mktgdept@vcu.edu**
2. **American Marketing Association (AMA) April events**
3. **MKTG Department launches NEW & improved website!**
4. **BS in Marketing curriculum changes approved!**
5. **Ready to declare your major? Complete a 'change of major' form today!**

1. You're invited! Special Guest Speaker on April 15th; RSVP today at mktgdept@vcu.edu.

You are invited to the MKTG Department-Verizon speaker series inaugural event on April 15th! This premier event will be held on Wednesday, April 15th at 3:00 PM in Snead Hall, Room 1127. A welcoming reception with refreshments will begin at 2:30 PM in the atrium, followed by the presentation at 3:00 PM.

Brian Angiolet, the Executive Director of Verizon Marketing at Verizon Communications, will be speaking on the topic "The FIOS Story: Creating Market Share in a Crowded Market."

This is a unique opportunity to hear from one of the top executives in the field of communications and marketing. "The FIOS Story" features technological innovation, branding, and traditional and non-traditional marketing tactics. It is an excellent example of the linkage between business and engineering, and it promises to be an exciting program.

Please RSVP at mktgdept@vcu.edu or 828-1618.

2. American Marketing Association (AMA) April events

The AMA is sponsoring a food drive for the Central Virginia Food bank through tomorrow, April 7th. This is your last chance to make your donations to this worthy cause! The food bank is especially in need of peanut butter, canned goods, pasta and any other non-perishable foods. Drop off boxes are available at B1212 and B3167 in Snead Hall.

The AMA will be hosting a 'mixer' on April 20th from 5:15 to 7 pm in Snead Hall. This event is open to all School of Business and School of Engineering students and refreshments will be provided! More details to come on the Snead Hall televisions. Want to learn more about the AMA and upcoming events? Visit <http://www.bus.vcu.edu/marketing/StudentActivities.htm>.

3. MKTG Department launches NEW & improved website!

The MKTG Department is extremely pleased to announce the launch of its new and expanded website at www.bus.vcu.edu/marketing. Students can access past editions of MKTGNews and *Market Place*, as well as up-to-date information about careers, curriculum, internships, student and faculty activities, deadlines, special events, and more. If you have any feedback, please send your comments to mktgdept@vcu.edu.

4. BS in Marketing curriculum changes approved!

There have been a number of changes to the course number and names for MKTG courses. For the most up-to-date information, please visit our website at www.bus.vcu.edu/marketing; if you have any questions or concerns, feel free to contact us at mktgdept@vcu.edu. Effective the fall 2009 semester, MKTG 308 (Introduction to Marketing) will be MKTG 301, Marketing Principles.

5. Ready to declare your major? Complete a 'change of major' form today!

Are you ready to declare your major? Students who have completed 54 credit hours, are of junior standing, and have a minimum cumulative 2.25 GPA can contact their advisor to discuss declaring their major in the School of Business. To learn more about majoring in marketing, visit us on the web at www.bus.vcu.edu/marketing/BSinMKTG.htm.

To obtain a 'change of major' form, visit the Undergraduate Studies office in Snead Hall, Room 1100B. For further information, contact your advisor or Linda Pontius at lpontiu@vcu.edu or (804) 828-3710. Don't delay; declare today!