

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](mailto:mktgdept@vcu.edu).

1. 'Chat with the Chair' session on February 4<sup>th</sup> from 1-2 PM in B1121
2. Student panel representatives needed for School of Business Open House on February 7<sup>th</sup>
3. American Marketing Association (AMA) February Events
4. Spring edition of *Market Place* now available!
5. VCU School of Business 15<sup>th</sup> Annual Int'l Business Forum February 24<sup>th</sup> from 3 to 5:30 PM
6. February School of Business Career Center Events

**1. 'Chat with the Chair' session on February 4<sup>th</sup> from 1-2 PM in B1121**

Have questions about being an MKTG major? Want your thoughts and concerns to be heard? Attend the 'Chat with the Chair' session with MKTG Department Chair Dr. David Urban on **Wednesday, February 4<sup>th</sup> from 1 to 2 PM in room B1121**. This session is an open discussion open to all MKTG majors or any student interested in being a MKTG major and **LUNCH WILL BE PROVIDED!**

**2. Student panel representatives needed for School of Business Open House on February 7<sup>th</sup>**

The VCU School of Business will be hosting an open house for prospective students on Saturday, February 7<sup>th</sup>. If you are looking for an opportunity to broaden your campus engagement, then email us at [mktgdept@vcu.edu](mailto:mktgdept@vcu.edu) to indicate your interest in being a student panel representative for MKTG. Student panel representatives need to arrive by 10 AM and will be done by 11:30 AM; you will also be recognized with a special gift!

**3. American Marketing Association (AMA) hosts Carissa Chapman from Macy's**

- February 10, 7pm, B1212 – General meeting for all active AMA members
- February 17, 7pm, B2165 – Spring semester Meet & Greet, **welcome to all interested in AMA**, meet the AMA officers, current members, and some of the MKTG faculty
- February 19, 11:30, U of R campus – Richmond AMA luncheon
- February 24, 7pm, Chili's on Cary St – Social event, food and drinks provided

If you are considering joining AMA, this is a great time to do so! AMA will be holding officer elections for the 2009-2010 school year this spring. Among the officer positions coming available is the President of the VCU Chapter of AMA. Nominations will be on February 24 and elections will be on March 10. For more information on AMA, or if you are considering joining AMA, please contact LaShay Kenney at [kenneylj@vcu.edu](mailto:kenneylj@vcu.edu).

The Macy's speaker scheduled for February 3<sup>rd</sup> has been cancelled due to other business obligations.

**4. Spring edition of *Market Place* now available!**

The MKTG Department is pleased to announce the release of the spring edition of *Market Place*. Attached is a complete copy; contact us at [mktgdept@vcu.edu](mailto:mktgdept@vcu.edu) if you have any comments, suggestions, or ideas for feature articles in future editions.

**5. VCU School of Business 15<sup>th</sup> Annual Int'l Business Forum February 24<sup>th</sup> from 3 to 5:30 PM**

The School of Business, the School of World Studies, and the Society of International Business are co-sponsoring the 15<sup>th</sup> Annual International Business Forum on February 24<sup>th</sup> from 3-5:30 PM in the VCU Student Commons Ballroom. This year's topic is "The Third Great Power Shift in Modern History: The Post Western World as Globalization Gains Depth and Breath." Three expert panelists from the European Policy Center, MeadWestvaco, and the Virginia Economic Development Partnership (VEDP)

will discuss how dynamic parts of the globe have gained from globalization and how this gain has led to a 'shift' in power and influence. A reception will follow. The event is FREE and open to VCU students. You are strongly encouraged to attend and broaden your international perspective!

#### **6. February School of Business Career Center Events**

The Business and Engineering Career Center will be hosting several events for School of Business students in February. On February 2<sup>nd</sup> and 3<sup>rd</sup>, there will be 'resumé express' in the University Career Center (Rm 143 in the Student Commons) from 11 AM to 4 PM. On February 21<sup>st</sup>, there will be a free Kaplan Practice Test for students interested in graduate school in the Temple Building. There will be a College to Career (C2C) Fair on February 25<sup>th</sup> at the Greater Richmond Convention Center – pre register at [www.collegetocareerfair.com](http://www.collegetocareerfair.com).