

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. Welcome back for the spring 2009 semester
2. 'Chat with the Chair' session on February 4<sup>th</sup> from 1-2 PM in B1121
3. American Marketing Association (AMA) events in January and February
4. School of Business & Engineering Career Fair on January 28<sup>th</sup> from 11 AM to 2 PM
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

#### 1. Welcome back for the spring 2009 semester

Happy New Year! In spite of the downturn in the economy, VCU is still thriving and business is booming, as the numbers of undergraduate and graduate applications are increasing. In MKTG, we are seeing high demand for our courses at all levels. The biggest challenge we face in the upcoming months is being able to meet the demand in spite of significant cuts to our budget. We will do everything we can to meet this challenge. At the same time, we intend to continue to enhance communication with our various constituencies.

One important innovation is our "Chat with the Chair" session, for which more information appears under item 2 below. Our department has also been invited to participate in the Discovery Advising Program within the University College. The Major Discoveries Lecture Series is designed to connect undeclared and exploratory students with representatives from various departments and schools at VCU. At the request of the University college advisors, there will be a special session dealing with the MKTG major, indicating that there is high interest in the MKTG major among freshmen and sophomores. And of course, we will continue publishing *MKTGNews* and our *Market Place* newsletter, both of which began last semester. So, there's still excitement in the air, lots going on, and the MKTG Department wishes you a productive and enjoyable 2009!

#### 2. '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!**

#### 3. American Marketing Association (AMA) events in January and February

The VCU Chapter of the American Marketing Association (AMA) will be having its first meeting for the spring semester for AMA members on Tuesday, January 27<sup>th</sup> at 7 PM in B1212. AMA members are invited to attend this discussion regarding event planning and spring activities.

On February 3<sup>rd</sup>, the AMA will be sponsoring Carissa Chapman from Macy's who will be speaking about interviewing skills, attire for hire, resume writing, and business analysis. Location and time will be announced in the next edition of MKTGNews. If you have further questions regarding the AMA, please contact LaShay Kenney at [kenneylj@vcu.edu](mailto:kenneylj@vcu.edu).

Stop by and see the AMA table at the Spring 2009 SOVO (Student Organization and Volunteer Opportunities) Fair on Wednesday, January 14 from 11:00am-2:00pm. The SOVO Fair will take place in the Commonwealth Ballroom, Richmond Salons, and James River Terrace in the Student Commons. Stop by to get some cool free stuff at the AMA table!

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. More details to come in the next edition of MKTGNews.

#### 4. School of Business & Engineering Career Fair on January 28<sup>th</sup> from 11 AM to 2 PM

The School of Business and Engineering Career Center will be hosting the 2009 Spring Career Fair on Wednesday, January 28<sup>th</sup> from 11 AM to 2 PM in the Snead Hall Atrium. All business students are welcome to attend and are encourage dress to impress and to come prepared with resumes. More information can be found at <http://www.business.vcu.edu/career>.

**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 along with 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 on the topic "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. Event is FREE and open to VCU students.