

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.

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1. Special message from the chair, Dr. David J. Urban

Another academic year has come to an end. Congratulations to all of our Spring 2009 graduates and to all of the Summer 2009 graduates who will "walk" in the graduation ceremony on May 16! A lot has been happening in the MKTG Department this year—new communication initiatives, a revamped Student AMA Chapter, a revised BS in Marketing curriculum, a new Verizon/MKTG speaker series, and many more changes. More things are on tap for next year, so stay tuned and have a great summer!

2. Reminders on internships

Summer is a popular time for students to pursue internships or marketing-related part-time jobs. This is a unique opportunity to blend academic knowledge with 'real world' experience. Here are some reminders about internships:

- The best way to get a marketing internship or a marketing-related part-time job is to make an appointment to visit the Business and Engineering Career Center on the first floor of Snead Hall in Suite B1102 (phone number: 804 827-1801). Here you can work with career counselors who can offer you résumé and interviewing advice and help connect you to job opportunities through the RAMS Recruiting Job Search Systems.
- Although the MKTG Department strongly encourages students to pursue internships or part-time jobs that are marketing-related, the department no longer gives academic course credit for internships. An internship is a career and résumé builder, but it is employment, not an academic course. Academic credit is reserved for academic course work.
- Some companies offer unpaid internships and require you to be registered in a for-credit internship course in order to participate in the internship. In such an arrangement, you are essentially paying tuition for the privilege of working for a company as an intern without pay. You won't be able to get internship credit through the MKTG Department for participating in these types of internships. If you are willing to take part in an unpaid internship, you should seek an organization that will not require you to pay tuition on top of not getting paid. Remember that Richmond is full of non-profit organizations that would welcome marketing help from ambitious students without requiring registration in an internship course.
- BE CAREFUL when evaluating internship opportunities, even those that come to you via RAMS Recruiting. Make sure you read the entire description of the position. Be a discerning consumer of information—ask questions about things that you don't understand or that aren't specifically spelled out in the job description. In particular, any internship that requires you to pay money up front for a "sales kit" or a "promotion kit" is something to avoid.

3. Get a head start on your post-graduation job search!

Do not wait until you graduate from VCU to start your job search! If you are planning to graduate in Spring 2010, you should have already done the following:

- (A) Been to the Business and Engineering Career Center and investigated all the services available to help you with your job search. You should already be registered in RAMS Recruiting, and you should have already had at least one discussion with Darlene Ward Thompson, the career counselor who deals with MKTG students.
- (B) Prepared your résumé.
- (C) Talked with MKTG faculty members about your career prospects.
- (D) Developed a plan to secure an internship or some sort of part-time job that will give you some marketing-related work experience, if you have no such experience already.
- (E) Made a list of every possible job contact you can think of—friends, family, previous employers, teachers--everybody you know who might be connected in some way to an opportunity.
- (F) Developed a plan to target companies that might be potential employers. Don't overlook the Federal Government or even the Armed Forces—both have lots of opportunities for MKTG graduates. Registering on Monster.com and/or CareerBuilder.com IS NOT SUFFICIENT. Most career counselors will tell you that your chances of securing a position by doing nothing more than registering with these online résumé mills are about the same as your chances of winning the MegaMillions Lottery.

Remember, these are things you should have already done if you are planning to have a job when you graduate in Spring 2010!!! In other words, if you are planning to graduate before Spring 2010, you need to really intensify your career building efforts. Your goal should be to graduate with a full-time job or a place in graduate school already arranged!

4. Set a goal to embrace your academic program in 2009-2010!

If you think that your experience as a VCU MKTG student is limited to showing up for the courses in which you are registered, you are missing out on some tremendous opportunities for personal and professional growth. In 2009-2010, you should make a goal to take positive, proactive steps to maximize your VCU experience. Consider the following:

- (A) Attend the special events sponsored by the MKTG Department and the School of Business. At the inaugural event of the Verizon/MKTG Department speaker series in April 2009, we hosted Brian Angiolet, the National Director of Marketing for Verizon. He was responsible for the marketing launch of the FiOS fiber-optic system that brings enhanced video, phone, and Internet service to subscribers' homes. Everyone who went thought his presentation was fabulous. Even the President of Verizon Virginia said that he had learned something from attending the presentation.
- (B) We will have more Verizon/MKTG events in 2009-2010. BE THERE! While you are at it, make it a point to attend the International Forum, the Career Fairs, the networking events sponsored by the School of Business Alumni Board—the list goes on and on. It's happening all around you—take advantage of it!
- (C) Join and participate in the Student American Marketing Association (AMA) Chapter. This is a great chance for you to get to know other marketing majors, take part in fun projects, and network with Richmond-area marketing professionals. The Richmond Professional Chapter of the AMA will even sponsor students who want to attend its meetings—that means you can go for free!
- (D) Take the initiative to get to know your MKTG professors. Professors are people too. They want to help you. Seek them out for career advice. Don't wait for an engraved invitation, because you won't get one. But visit them during their office hours. If you can't see them during office hours, make an appointment.

5. 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.

6. MKTG course number and title changes for fall 2009 semester

There have been a number of changes to the course number and names for MKTG courses, including MKTG 308 changing to MKTG 301. 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.

7. MKTG office summer hours

The MKTG office will be OPEN during the summer session from 8:30 am to 5:00 pm, Monday thru Friday except on major holidays. You can continue to reach us with your questions and concerns at (804) 828-1618 or mktgdept@vcu.edu. You may also stop by during business hours; however, we recommend making an appointment in advance when possible to ensure that the right person is available and prepared to assist you. During the summer, you will not receive the monthly MKTGNews, but MKTGNews will resume at the beginning of the fall semester. For updates regarding our program, continue to visit us at the web at www.bus.vcu.edu/marketing.

8. Check out the U. S. Navy Baccalaureate Degree Completion Program (BDCP)

If you are a college student interested in becoming a Navy officer when you graduate, you can apply to receive up to \$155,000 in financial assistance through the Baccalaureate Degree Completion Program (BDCP). Qualified technical majors can receive regular monthly income ranging from \$2,376 to \$4,300 for up to 3 years prior to graduation. This amount includes a generous military salary. A food allowance. Plus a housing allowance that is based upon the location of the school you attend. Qualified non-technical majors can take advantage of this program for up to 2 years prior to graduation. This is NOT ROTC—all you have to do as a college student is be accepted into the program and submit your grades every semester to the Navy in order to get paid. You have no military obligations beyond that until after you graduate.

One of the Navy's specialties that is especially well-suited to MKTG majors is supply and logistics. Your job would be to ensure that materials needed by ships, squadrons, submarines, and shore facilities are available and in good order. As the Navy's true business managers, officers in this field are typically part of the Navy Supply Corps. These officers perform executive-level duties in inventory control, financial management, physical distribution systems, retail and food service management, petroleum management, personnel transportation, and other related areas. Your office may be on an aircraft carrier in the South China Sea or on the flight line of an air cargo terminal in Japan. The skills you will acquire as a Supply Officer are essential to businesses and industries in every sector. The leadership, organization, and strategic planning experience you stand to gain will provide you with invaluable experience for both Navy and civilian careers. Training in this field will prepare you for management positions in hospitals, schools, government agencies, airlines, shipping firms, and any number of other private sector positions.

To learn more about the Navy BDCP Program, you can contact the Business and Engineering Career Center, talk with Dr. David Urban in the MKTG Department Office (djurban@vcu.edu) or go to <http://www.navy.com/careers/officer/supply/> in order to get more information from the Navy Recruiting Command.