

Calendar of Events 2006-2007

MAC & Cheese

September 13

Please join us at the '06-'07 MAC kick-off event. This is an opportunity to network with both first and second years and learn about AVP roles within MAC.

I-PREP Session

September 19

Give back to MAC and the community! Participate in I-PREP session sponsored by MAC and provide two half hour mock interviews to welfare-to-work individuals.

2nd Years Resume Submission

September 20

Be sure to submit your resume to be included in the MAC second-year resume book.

Marketing Internships – Second-Years Tell All

September 21

Get the inside scoop from a panel of MAC second-years on internship recruiting and the summer internship experience.

Marketing CRC Tour

September 29

The Career Resource Center will be host a Marketing research session, which will be an excellent opportunity to learn about the best marketing job search resources.

MAC Halloween Happy Hour

October 26

Join the cluster competition for the best Halloween costume theme at the most fun happy hour of the year. Of course, it's sponsored by MAC.

The Future of Advertising

October 26

Come hear a presentation on the future of advertising based on the insights of Booz Allen's ongoing research and client work.

American Express Lunch & Learn

October 26

Come hear a fascinating case study on the marketing efforts for the JetBlue card.

MAC Resume Reviews

October

Second year members of MAC will set up brief appointments with interested first years to help structure resumes for marketing internships.

Resume Submission

October 27

Be sure to submit your resume to be included in the MAC first-year resume book.

Day in the Life of a Brand Manager

November 2

Unilever Brand Managers tell all about working as a brand manager at a leading consumer packaged goods company.

Second Annual Marketing Conference

November 3

Take advantage of having leaders in the Marketing Community descend on the Columbia campus by attending the Second Annual Marketing Conference.

Career Night

November 7

Join other students and alumni on a Career Night! The marketing panel will feature speakers from the Hess Corporation, Frito-Lay, Avon Products, Diageo, Samsung and The Beanstalk Group who will be able to network and to share recent experiences in marketing career world.

CEO of FAO Schwarz Ed Schmulz

November 7

Come hear how FAO Schwarz is reinventing itself in the highly competitive toy industry and learn how Ed Schmults rose from MBA to senior leader at Red Envelope, Patagonia and now FAO Schwarz!

Marketing Faculty Lunch & Learn

November 9

This is a unique opportunity to hear about what the Professors are up to when they are not in the classroom. Enjoy a Marketing Department sponsored lunch as our Marketing Professors presents their research.

Marketing Faculty Presents Spring Electives

November 14

With so many options, hear from the Marketing Professors why you should take his/her class in the spring.

Paul Danforth, SVP, New York Mets

November 20

Come hear how Paul Danforth, SVP of Corporate Sales & Services, has helped the Mets pursue alternative marketing opportunities as the Club competes in a two-team town.

Colgate Interview Skills Workshop

November 21

Hone your skills for summer internship interviews by learning from recruiters at Colgate-Palmolive.

First and Second Year MAC Mentor Matching

November

Each first year member of MAC will be assigned a second year mentor to help them prepare for their internship search.

American Express Mock Interviews

November 27 - December 8

Sign up for the mock interview program. This is a unique opportunity for first-year MAC members to practice their interview skills through a mock interview with American Express.

Citi Cards Corporate Presentation

November 28

Come to hear about Citi Cards Summer Associate Program.

Steve Michaelson, President of Fresh Direct

November 29

Come hear how Steve Michaelson has used his retail, merchandising and marketing experience to help Fresh Direct become one of the nation's leading online fresh food manufacturing and delivery services.

Ann Fudge, CEO of Young & Rubicam

November 29

Come hear Ann Fudge, CEO of Young & Rubicam speak about the company and the challenges of marketing in today's business environment.

Colgate-Palmolive Company Visit

December 1

See for yourself what it's like to work at a leading CPG. Spend one full day at Colgate-Palmolive, learning the way they do business, interacting and having fun!

Allen Adamson, Managing Director of Landor Associates

December 5

Come listen to Allen Adamson of Landor Associates discuss brand and branding in a wide range of industries, from technology to healthcare to fashion.

JetBlue CEO David Neeleman

January 23

JetBlue CEO David Neeleman will speak to MAC members on how JetBlue built a unique brand in a challenged marketplace, how it revolutionized the air travel experience, and the path ahead.

Lunch 'n Learn with Time Warner Global Media Group

February 1

President John Partilla and Chief Creative Officer Mark D'Arcy will speak about how Time Warner Global Media Group creates idea-driven, integrated programs for its marketing partners by capitalizing on Time Warner's wealth of content, media platforms, consumer relationships, and marketing infrastructure worldwide.

The Behavioral Economics of Choice and Incentives / How Context May Affect Consumer Choices

March 13

Panel discussion presented by Professors Ran Kivetz and Oded Netzer.

Grassroots Marketing, Extraordinary Engagement, and Navigating the Ethnic Landscape

March 20

Join MAC and the BBSA for an interactive, educational, and energizing talk on grassroots marketing, extraordinary engagement, and navigating the ethnic landscape, hosted by Guerrilla Tactics Marketing, Inc.

Why the Future of Business is Selling Less of More

March 22

Come hear the editor-in-chief of *Wired Magazine* and author of *The Long Tail*, Chris Anderson, discuss his revolutionary theory on why the future of business is selling less of more.

Ethics in Marketing Panel

April 3

A panel discussion challenging ethical issues that arise in marketing and how ethical leadership must start from the top. Professor Asim Ansari will be moderating, with panelists Professors Richard Hochhauser and Joe Plummer.

MAC sponsored I-Prep Session

April 3

MBAs provide two half hour mock interviews to welfare-to-work individuals going through a job readiness program with FECS Health and Human Services.

Marketing Electives & Cocktails

April 3

Wondering which marketing electives you should take next semester? Come listen to Marketing professors' speak first-hand on the electives they'll be teaching.

An Evening with Beth Comstock, President of Integrated Media, NBC Universal

April 5

NBC Universal is reinventing the way big media companies do business and

marketers are taking notice. Come meet Beth Comstock and hear her take on the transformation that's taking place.

Dan Henson, CMO of General Electric: Video Chat Live from CBS

April 12

Dan Henson will be discussing the challenges related to marketing at General Electric. A Q&A session, with students from across the country, will follow.

Alumni Dinners

March 21

Sandeep Varma '98, VP Consumer Marketing, Barnes and Noble

April 11

Rick Mehler '98, Director of Marketing, Atari, Inc.

Open House Happy Hour

April 11

Come mingle with MAC members and admitted marketing students from the class of 2009.