



CMU to Participate in New Orleans Case Competition

Teams of UMO members will create marketing plans to address this year's AMA case competition, "Renew New Orleans." The case challenges teams to form strategies to generate tourism in New Orleans, particularly in the 18- to 24-year-old demographic. Four teams will compete internally, presenting on November 18th from 12:00PM to 4:00PM in Simon Auditorium. Judges consist of Tepper faculty, two marketing MBA students, and a Pittsburgh professional in the marketing field. To compete nationally, the winning team will submit its plan to AMA by December 15th. Final presentations will be at the end of March 2007 at the AMA National Conference in New Orleans. UMO stands to win between \$1,500 and \$3,000, as well as further Carnegie Mellon's reputation in marketing. We wish the best of luck to all participants!

Community Service Grant in Development

A team of UMO members submitted a new proposal to the AMA Foundation on October 20, 2006, planning to work in partnership with the Homeless Children's Education Fund (HCEF) to help underprivileged children in the local Pittsburgh area. The proposal is two-fold: first, to involve various student organizations and local companies in equipping backpacks with school materials (such as folders, paper, pencils, etc.) to give as gifts to children for the holiday season. Second, UMO hopes to host an event in the spring semester that will raise money to donate to HCEF, in addition to providing the children with entertainment – including a talent show, games, face-painting, and arts and crafts. Through the help of the AMA grant, UMO will be able to market the cause appropriately to make these activities extremely successful. If you (or your organization) are interested in helping, contact pkatariw@andrew.cmu.edu.



Not on the UMO mailing list? Send an email to zjb@andrew.cmu.edu!

Making Strides against Cancer

The 2006 Relay for Life of Oakland took place September 29-30 at Gesling Stadium. The event, run by the American Cancer Society, raised money to support those with the disease. Teams were required to have at least one member walking or running the track at all times – from 6:00PM to 9:00AM! Eighteen UMO members participated: Joy Ho, Zack Baginski, Nick Baldo, Alexa Beaver, Rex Carazo-Zapetis, Harika Chatlapalli, Troy Cox, Bethany Dorn-Lopez, Lauren Hoffman, Brittany Karcher, Puja Katariwala, Vlad Loktec, Gail Margolis, Daria Maximov, Anthony Robinson, Karan Shah, Hilary Smith, and Brandi Tish. All together, they raised \$190 in donations!



Housing and Dining Services Marketing Plan Competition

Though still in the planning phase, this competition will provide a fun, challenging experience for those interested in marketing. UMO will work closely with Housing and Dining Services to host a competition in which CMU students will participate in marketing an existing dining venue on campus, which is yet to be determined. Students will form small teams and will be given the freedom to create potential marketing and advertising tools for a variety of channels, including print, television, radio, and newspaper. The teams will compete against each other during the spring semester to plan a high-quality, cost-effective marketing campaign for the dining venue. These campaigns will be judged by a panel comprising professors and representatives from Housing and Dining Services. Check future UMO e-mails for details.

Carnegie Mellon Dining Services



UMO Welcomes New Exec Board

Last month UMO elected new leadership for its board positions for the 2006-2007 school year. The following is a list of the officers.

President

Lauren Hoffman (lmhoffma@)

Executive Vice President

Puja Katariwala (pkatariw@)

Vice President of Communications

Zack Baginski (zjb@)

Vice President of Advertising & Promotion

Brittany Karcher (bkarcher@)

Vice President of Finance

Harika Chatlapalli (harikac@)

Vice President of Programs

Troy Cox (tcox@)

Vice President of Membership

Karan Shah (kkshah@)

Vice President of Careers/Placement

Daria Maximov (dmaximov@)

Vice President of IT and Website

Risa Masuda (rmasuda@)

Website Spotlight: Four Sites to Help Your Marketing Job Search

MarketingPower (www.marketingpower.com) is the official website of the American Marketing Association. There you can find out more about AMA, read news articles and best practices, and learn about the various types of marketing. By clicking “Find Marketing Jobs” from the left panel, you can easily post your resume, and search for jobs or internships.



The Regional Internship Center of Southwestern PA (www.ric-swpa.org) is a group that works with employers to develop internship programs and links them with candidates from regional colleges and universities. Serving 13 counties in Pennsylvania and parts of West Virginia, the RIC is a great resource for students seeking internships. Users can search through positions in southwestern Pennsylvania, as well as create a profile and submit a resume. Best of all, the services provided by the RIC are free!



Media Bistro (www.mediabistro.com) provides a blog-style community of news articles and other resources for media professionals. Clicking the “Jobs” button in the top left corner of the site breaks out job listings by industry. As of the writing of this article, the PR/Marketing category alone has 239 listings. A separate section is devoted to internships, too, and new posts are made on a regular basis.



Vault (www.vault.com) is an employment and recruitment company based in New York City. Claiming to be “the most trusted name in career information,” Vault provides insights into industries and careers, as well as details about particular companies. This is perhaps Vault’s most valuable asset, as it provides inside information on employers via company profiles, employee surveys, and message boards. The site also offers various tips and guides for your job search, while the “Vault Job Board” lets you search through listings by industry and location. The CMU Career Center can provide you with a login so that you can take advantage of the website’s features.



Brand Rules

Yes, Brand and Brand Building still rule, even more than before. In the Stone Age (i.e. pre-1990), there used to be a department in every company called Marketing and Sales. Sales ruled, and Marketing could be a co-equal or close second if you had a strong marketing leader. And Image, or MarCom, was just a subset of Marketing or was relegated to “Sales Support.”

That model began to invert 15 or so years ago and the pendulum continues to swing. Today, Brand absolutely rules in most companies. It consumes the lion's share of the Marketing and Sales line item in terms of investment, and has grown to become a boardroom topic and member. We often hear the sentiment “that company is really just a branding company.” Think Starbucks, McDonald's, Coca-Cola, etc. *(Continued on next page)*



Building on Success

The 2005-2006 school year was a successful and active period for UMO. Here's an overview of some of our accomplishments.

Animal Rescue League

A team of UMO members created a proposal for a community service project to benefit the Animal Rescue League of Western Pennsylvania.

The proposal consisted of a community event and a direct mail campaign to raise funds for animals displaced by Hurricane Katrina. On December 3, 2005, over 50 students attended "Yappy Hour" at Bossa Nova in downtown Pittsburgh.

Local sponsors also donated prizes for a raffle. In total, the event raised over \$900. Additionally, direct mail campaign pieces were sent to over 100 outside contacts on February 10, 2006.



AMA Case Competition

A team of five UMO members created a marketing strategy to promote Kwik Trip food products. The proposal was submitted on December 15, 2005.

Cricket Communications Project

Seven members worked with Cricket Communications and its PR firm, Markowitz Communications, to launch the first-ever senior citizen calling plan. The team researched target organizations, generated promotional ideas, and planned various events for a successful launch of the project. After organizing the launch event – which took place October 28, 2005 at the Monroeville Mall – UMO received \$2,000 in compensation for its work.

Other Events

UMO ran a speaker series: Vishal Singh (a CMU Assistant Professor of Marketing) and Mike Marchinsky (Marketing Assistant for the Pittsburgh Steelers) both discussed various marketing topics and engaged with their audiences. UMO also collaborated with the Tepper graduate AMA organization, and members attended seminars in Pittsburgh.

Last year was a fun and exciting time for our organization, and we expect to build on our success this coming year!

Upcoming Events

November 8

JDAnthony resume submission deadline

November 9

"Growing our Future Marketers" luncheon

Hosted by AMA Pittsburgh

11:30AM-1:30PM at the Doubletree Hotel

November 10

Legend Financial resume submission deadline

November 17

AAAA advertising workshop

8:30-9:30AM at Point Park

November 18

"Big Easy" case competition presentations

12:00-4:00PM in Simon Auditorium

November 20

PRSA Holiday Challenge deadline

November 29

Legend Financial speaker

6:00-7:00PM in Simon Auditorium

Mid-December

HCEF "Pack to School" Drive

February 18, 2007

HCEF Activities Day

Brand Rules (*continued*)

Think of Nike not even manufacturing any shoes – just investing in its brand.

And Branding isn't just for companies. Hello, Martha Stewart. Donald Trump. Bill Gates. And let's get into the one-namers: Lebron. Madonna. Prince. Don't want a full name? Mr. T. Jay-Z. Individuals invest considerable time, money, and effort to brand themselves – which of course helps them in their business and other endeavors.

This "Brand Rules" movement has a lot of momentum and merit, and plenty of business results to show in terms of revenue growth, new product introduction, customer loyalty, geographic expansion, product extensions, and so much more.