



## Former UMO President Speaks about Marketing and L'Oréal

Last September, Carnegie Mellon alumnus and 2006-2007 UMO president Lauren Hoffman came to speak to UMO about her experiences at L'Oréal. After graduating this past May, Lauren joined L'Oréal's Management Development Program; she is currently in her second rotation, working in marketing. During her presentation, Lauren gave a company overview and outlined her responsibilities and projects within her program. Specifically, she has had the opportunity to work on the strategy for the launch of a variety of products (including Crema Nera skincare cream and Maestro eye shadows). She has also worked with the creative department to execute direct mail, national advertising, merchandising elements, and various marketing programs.

After discussing the company and her experiences, Lauren spoke about the L'Oréal Brandstorm NYC Weekend, a great marketing opportunity for juniors to get exposure to L'Oréal's creative strategies, the beauty industry, and top L'Oréal marketing executives. Those who participated would go on an all-expenses-paid trip for a weekend in New York City, and would also receive a one-on-one interview for a spot in the company's summer 2008 marketing and corporate finance internship class.

Lauren also collected résumés and addressed seniors regarding opportunities within the company's Management Development Program. The program – which focuses training in finance, marketing, presentation skills, the industry, and the company – lasts for 18 months, with six-month rotations through three different brands.

Following the presentation, a reception was held in the Undergraduate Business Lounge. Students were able to eat, socialize, and ask more in-depth questions.

It was a pleasure for UMO to have Lauren visit, and we hope she comes back soon!

## UMO Team Participates in National Case Competition

On Sunday, December 2, UMO hosted its American Marketing Association (AMA) case competition. An annual event, the competition provides students the opportunity to develop a solution to a marketing problem. The case is distributed nationally by the AMA; our team will be able to compete against other schools nationwide.

This year's case revolved around McGraw-Hill Higher Education: specifically, in an increasingly digital age – with new media and distribution channels – participants were asked to develop marketing plans for the company's e-commerce portal, increasing site traffic and sales as well as fostering relations with students.

Our team consists of Julia Kramkova, Risa Masuda, and Damian Valdes. After writing their solution and presenting it to the judges – Dr. Milton Cofield, executive director of the school's undergraduate program, and Meng Zhu, a Tepper Ph.D. student – the team received feedback and was able to improve the entry.

The solution has been submitted to the AMA; if it is a finalist, UMO will have the opportunity to compete and represent Carnegie Mellon in New Orleans at the AMA International Conference this April.



## Team Tepper Raises Funds at Relay for Life



For the second year in a row, UMO participated in Relay for Life, an event designed to raise money for the American Cancer Society and to celebrate survivorship. The event took place in Gesling Stadium from 6:00pm on Saturday, October 6 through 6:00am on Sunday, October 7. Throughout this 12-hour period, the team was required to have two members walking the track at all times.

In an effort to strengthen the team and build unity between business students, this year UMO created "Team Tepper," not limited just to UMO members, but open to all business students and organizations. The team – with over 30 members – was the largest of the 45 teams at the event! The team raised \$1,066, surpassing its goal.

Overall, the event represents tremendous improvement for UMO: *last year's team of 18 raised \$190*. Thank you to all who participated, including members of cmBA and UFA; we hope this trend of growth continues for the organization!

## Marketing Week 2007

Beginning Sunday, October 7, UMO led a week of fun and exciting events to celebrate National Marketing Week. The week began with the release of the creative case competition, sponsored by Housing and Dining Services. With the coming introduction of Entropy+, the campus's new and expanded convenience store, participants were challenged to provide marketing and advertising solutions for the length of the campaign:

- Addressing the location and name changes
- Highlighting the new aspects of the inventory
- Rotating specials and encouraging repeat business

**Undergraduate Marketing Organization**

# Marketing Week 2007

**October**

<b>7</b> Creative Competition Kick-Off Event Free Food! Learn about AMA! 4:30 - 5:30pm Undergraduate Business Lounge (Topper)	<b>8</b> Sign up for AMA! Free UMO Mug! \$10 off! 10am - 12:30pm University Center	<b>9</b> Sign up for AMA! Free UMO Mug! \$10 off! 10am - 12:30pm University Center	<b>10</b> Sports Marketing Panel 4:30 - 5:30pm Simon Auditorium (Topper)	<b>11</b> Sign up for AMA! Free UMO Mug! \$10 off! 10am - 12:30pm University Center	<b>12</b> Sign up for AMA! Free UMO Mug! \$10 off! 10am - 12:30pm University Center	<b>13</b> Creative Competition Showcase 1 - 3pm University Center
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**Sign up for the Creative Competition!** Teams of 1-3 people! Register by Saturday, October 6th @ NOON | Send names & resumes to [umo@andrew.cmu.edu](mailto:umo@andrew.cmu.edu)

**Sign up for AMA Membership!** | October 8th - 12th | Get \$10 off! | Free UMO Mug! | Sign up at the UC!

**Giorgio Armani Gift Basket Raffle!** | October 7th - 14th | \$500 worth of Giorgio Armani Makeup | 1 for \$3, 2 for \$5, 10 for \$20 | Buy tickets at the UC!

Visit [www.andrew.cmu.edu/org/undergradmarketing](http://www.andrew.cmu.edu/org/undergradmarketing) for more details about events!

Questions? [umo@andrew.cmu.edu](mailto:umo@andrew.cmu.edu)

They had one week to prepare their solution.

Monday was the week's "kick-off event." Students were encouraged to take a break in Tepper's Undergraduate Business Lounge. There, students socialized, learned more about UMO and AMA, and enjoyed delicious Rita's Italian ice for free.



The middle of the week brought a special session of Wednesday Night Insight, the regular career exploration program hosted by the Business Administration Program and the Career Center. The event, focused on sports marketing, featured a panel consisting of John Simpson, Marketing Assistant for the Pittsburgh Steelers; Kiley Cauvel, Marketing Manager for the Pittsburgh Pirates; and Marianne Marcantonio, Account Executive for the Pittsburgh Pirates. The event provided an insightful look into marketing in the sports industry, and also offered students the chance to ask panelists about their experiences.

A reception was held after the discussion, providing attendees the opportunity to eat and network.

Throughout the week, students were able to sign up for AMA membership at a special, discounted rate and also receive an UMO mug. Additionally, a raffle was held on \$500-worth of Giorgio Armani makeup, with money going toward future UMO growth and programs. Congratulations to the raffle winner, Ann Thomas!



The week culminated in the creative competition showcase on Sunday, October 14. Teams displayed their work and were judged in Wean Commons. Congratulations to those who participated in the case competition, and thank you to everybody who made UMO's first Marketing Week a success!



First Place: Julia Costa, Ann Thomas, Margaret Wei

Second Place: Eva Lin

Third Place: Malavika Gopal, Shweta Suresh

## Helping a Local Cause

Every year, UMO seeks to help a non-profit organization raise awareness of its cause and gather donations through a service project. This year, UMO is assisting the Women's Center & Shelter of Greater Pittsburgh (WC&S) with "Project WIN (Women in Need)." The initiative aims to collect food and monetary donations for the organization, which will benefit victims of domestic violence and their children in the Pittsburgh area. Collection is performed on-campus, as well as in front of Giant Eagle. The project is also designed to raise awareness of the organization through marketing campaigns on campus and in the Pittsburgh community.

Food and money were collected at the Giant Eagle supermarket on Murray Avenue on November 17, December 1, and December 2.

Across the three days, 1,788 items and \$342 were collected, surpassing UMO's goals! Special thanks go to members of Phi Kappa Theta, Sigma Phi Epsilon, Kappa Alpha Theta, Lambda Sigma, Mudge House, and Donner House for their participation.

A campus-wide competition is tentatively planned for this spring: students will provide food and drinks for this good cause, and the organization(s) with the most donations will be recognized and rewarded. If you'd like to learn more about Project WIN or how to get involved, send an email to [umo@andrew.cmu.edu](mailto:umo@andrew.cmu.edu).



## Panel Provides Internship Insights

UMO's Intern Panel was hosted on Thursday, September 20 in Doherty Hall. UMO's first event of the year, the panel provided students the opportunity to learn about marketing, communications, and advertising internships from their peers. Panelists served in differing roles across a variety of companies, including Young & Rubicam, GlaxoSmithKline, Brady Communications, L'Oréal, Ripple Effects Interactive, JPMorgan Chase, CBS Radio, and Medtronic Sofamor Danek. Panelists shared details about their positions, including how they got them, what their responsibilities were, projects they worked on, networking opportunities that arose, and their overall evaluation of the experience. We thank them for their time, and hope that their insights will be beneficial to those embarking on an internship search!

## Upcoming Events

*(Note: events and dates are subject to change)*

### Thursday, January 31

General Body Meeting  
4:30PM in Simon Auditorium

### Tuesday, February 5

Dozen's Mini-Cupcake Sale  
12:30-3:30PM at Doherty Hall

### Thursday, February 7

Employment Opportunities Conference  
1:00-6:00PM in the UC Gym and Rangos

### April 3-5

AMA International Conference  
New Orleans

### Look out for more information:

Internal Case Competition  
Guest Speakers



## Contact Us!

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