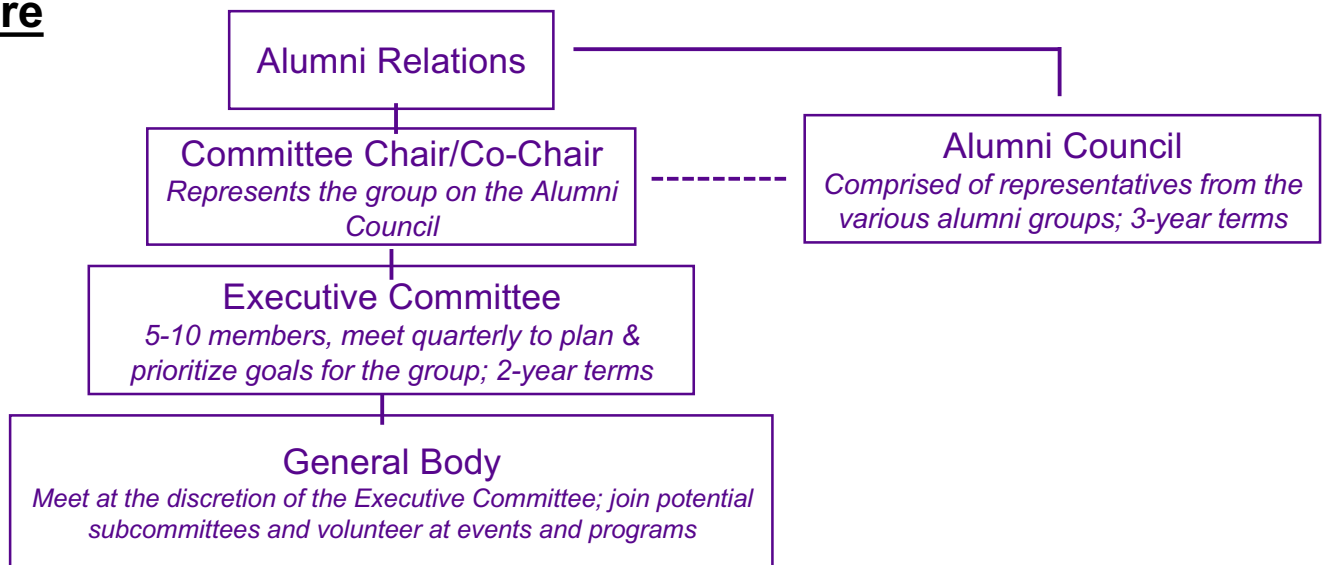


Our Mission

The Marketing Alumni Group creates opportunities for alumni working in this area to continue learning, connect back to Stern, and meet students with an interest in marketing.

Structure



Overview

- The goal of the Marketing Alumni Group is to foster a cohesive and supportive community of NYU Stern alumni in the marketing industry.
- The Executive Committee and the Office of Alumni Relations will generate an annual plan on or before July 1 for the following academic year.

Annual Programming

Creativity and Idea Generation Workshop: This annual marketing workshop, in partnership with the Kellogg School of Management at Northwestern University, explores the science behind creativity and covers tools and tips to enhance your ability to generate great ideas.

Marketing Case Study Challenge & Networking Reception: The annual Case Study Challenge invites Stern students and alumni to collaborate in small groups and develop a solution to a real-world marketing problem. Participants present their solutions to a panel of judges and a winner is selected. The case study is followed by a networking reception.



To learn more, contact:

Laura Gigliotti, Associate Director, Alumni Regional & Affinity Programs
212.998.0726 | lgigliot@stern.nyu.edu

Marketing Alumni Group

2018-2019

Executive Committee Goals

- Create engagement amongst alumni in the marketing industry through professional and social programming
- Generate alumni philanthropic engagement and volunteerism naturally by increasing the feeling of connection to their alma mater
- Collaborate with other Stern alumni affinity committees and Stern departments to create strategic partnerships and programming opportunities

Executive Committee Expectations

- Members of the Executive Committee will serve two-year terms, and may serve longer at the invitation of Stern Alumni Relations.
- Members should regularly attend meetings; should a member miss two consecutive meetings, continued membership will be evaluated by the Chair and the Office of Alumni Relations.
- Members should attend at least two Committee hosted and sponsored events per academic year.
- Members should serve as ambassadors for the Stern School of Business when speaking with members of the public or community (ie: prospective students, fellow alumni, business leaders, etc.)
- Members should drive the execution of deliverables in order to facilitate the achievement of Committee goals.
- Accelerate the School's strategic vision by making a gift to the Annual Stern Fund.

To learn more, contact:

Laura Gigliotti, Associate Director, Alumni Regional & Affinity Programs
212.998.0726 | lgigliot@stern.nyu.edu