Message from the Chair

Spring is upon us and now is the time to think about careers and the job market. This edition of our newsletter focuses on internships and showcases alumni and the career success they now enjoy as an intern or a full-time employee in a company. The leitmotif for many students at our college and at colleges generally is the manner in which an internship can become a launch vehicle for a career in a field of choice. The student profiles in this issue provide great examples of students who were able to find good internship opportunities during their undergraduate years. Our department works closely with Career Development to ensure that such opportunities are substantive in content, well supervised and that the engagement is governed by a syllabus, have clear role specifications and objectives, and have clearly specified evaluation documentation. Internships can be a very valuable opportunity to learn content in your discipline and also about the softer, organizational aspects of work and life. We encourage you to engage in a dialogue with the department and faculty members in how best you may integrate such an experience into your business education.

Please also note the activities of our student clubs. Kyle Rothschild has an article on the back page about the entrepreneurship club, Launchpad, while the Marketing Mix has some interesting events planned on Tuesday nights at the Madison campus. Please see the back page for more information about these clubs.

Ethni Swarty, Ph.D.

Women as Entrepreneurs Class

By Jillian Cadet

The twenty-first century woman is educated, interested and ambitious. She is a leader, and advisor and an entrepreneur. My interest in learning about the challenges women face starting a business led me to take Women As Entrepreneurs with Professor Lindsey Greene. The syllabus includes topics such as leadership qualities and how to become a good leader, differences between men and women entrepreneurs, the glass ceiling and sub categories of entrepreneurialism such as the use of technology and social media. The class was presented in a fully online format; but it is nothing like the required Global Challenge. Tired of Blackboard? This class is very interactive and uses new platforms such as Skype and Voice Thread for class discussion.

The First Annual Pitch Competition at FDU, $5,000.00 at Stake Courtesy of Dick Sweeney

The Department of Marketing & Entrepreneurship is excited to launch the 1st annual Pitch Competition at Fairleigh Dickinson University. In the competition, teams will find a solution to an existing problem/opportunity in an organization and pitch their idea to a panel of judges. The winning team(s) will be awarded a total of $5,000 in order to implement their plan courtesy of Dick Sweeney, alumnus of FDU and co-founder of Keurig. The organization can be a business the student is involved in, a club, or social organization (ex: fraternity/sorority, student government, volunteer organization).

Students from across the university, including both campuses and all majors, are encouraged to take part in the competition. Please continue to check back on the department website for more news and information regarding the 1st annual Pitch Competition.

What type of ‘pitch’ are we looking for?
- Arising from problem that an existing business/organization is experiencing
- Identifies an opportunity
- Represents a search for alternatives and solutions
- Represents a need for strategic insight to improve current problematic conditions

Who can participate?
- Any current FDU student from any major on any campus.

What type of business or organization can this relate to?
- Any type of business or organization. The problem/opportunity can arise from a student’s internship, club, social organization, non-profit group, guild, society or any other organization.

What do I need to submit?
1. An Application to Participate which serves as your intent to take part in the competition.
2. A Final Pitch Document which will be due April 22nd

How will my pitch be judged?
- Problem: Was the problem/opportunity defined well?
- Analysis: Study of the problem
- Ideas may come from a class project, a feasibility analysis or identification of a social problem that a group wishes to change.
- What was the depth of the analysis?
- Is there sufficient data to support the analysis of the problem? Such analysis will not form part of the final pitch but will need to be submitted as part of the application process.
- Solution: Viability of the solution
- Is the proposed solution viable and implementable? Has the evidence been harnessed well to support the proposed solution?

(Continued on page 4)
INTERNSHIP INFORMATION
For Students & Employers

Students majoring in Marketing or Entrepreneurship at Fairleigh Dickinson University (FDU) are strongly encouraged to work at internships during their degree programs.

Among the benefits:
- Employers get relatively affordable labor, along with the creativity, insight and unique perspective of the intern.
- Employers have the opportunity to help train and advise the next generation of professionals in their field (one of the criteria that define a profession).
- Students gain vital work experience that will give them exposure to their major field.
- Students can assess their education, in terms of how well it is preparing them for life after graduation, and receive advice from working professionals.
- Students often have the opportunity to add to their professional portfolio of real-life projects.
- Students who do an exceptional job often receive the endorsement of their internship employer in the form of an employment reference.
- Students who do an exceptional job can sometimes obtain full-time employment with their internship employer following graduation. (While there should not be any expectation on the part of either employer or intern, the National Association of Colleges and Employers suggests that a large percentage of first-time jobs result directly from an internship).

EMPLOYERS LOOKING FOR AN INTERN

An employer looking for an intern should submit position information to FDU’s Career Development Centers at either campus to:

Madison Campus: Rosalie Sabatino (sabatino@fdu.edu)
Metropolitan Campus: Theresa O’Neill (tmoneill@fdu.edu)
or Department Chairperson: Ethne Swartz (swartz@fdu.edu)

Employers should submit the following information:
- A description of the internship duties and knowledge/skills required.
- Whether the internship is paid and, if so, how much.
- Duration and time frame of the internship.
- Location of the internship.
- Any other requirements, such as whether the student needs a car to perform the duties of the internship.

FREQUENTLY ASKED QUESTIONS

How does an FDU marketing or entrepreneurship major obtain an internship?
Not every student is guaranteed an internship, but many internships are available from the FDU career center. A few internships come through the college or the department. The student always has the option of obtaining an internship on his own (assuming it is approved by the university and the faculty mentor). In any case, the student must take the initiative to seek out an internship.

Where do FDU students intern?
Marketing and Entrepreneurship majors at FDU have interned at a wide variety of profit and nonprofit organizations, including organizations in Manhattan as well as in New Jersey. Employers have included MTV, Pantone, Meredith Corp., NJ Devils, Jets, GlaxoSmithKline, ADP, Barnes and Noble, Kenneth Cole, Chanel, Madison Square Garden, and many more! Many interns have also
**INTERNS & EMPLOYER TESTIMONIALS**

"The internship was a great learning experience. It gave me experience in a corporate environment that allowed me to utilize what I learned at FDU over the past 4 years. I did not receive a full-time job offer from Marvel, but the internship did help me land a full-time job right out of college by giving me the tools and experience to prepare for it. I networked with numerous employees within the organization and might have future opportunities within the company. I still communicate with my internship supervisor and they are more than happy to provide a recommendation for me." - Anthony Alcantara, Marvel Entertainment

"As a marketing major, I was lucky to find an internship in marketing at the end of my senior year in 2006. I interned as a Marketing Assistant at Ciao Bella Gelato Company, an ultra-premium ice cream brand that makes gelato, sorbet and novelties. The experience helped me to expand upon the knowledge and skills that I had learned in the classroom, and taught me what it takes to work full time in a professional environment. I worked on a variety of projects that were not limited to traditional marketing, but required a knowledge of graphic design, event coordination, public relations and much more." - Bryan Gray, FDU Ciao Bella Gelato Intern

"My internship was one of my best experiences at FDU. I did not work in an industry relating to my major and the internship helped me gain knowledge on the structure of how a successful company does business daily. Even if I do not obtain a full-time job with Merrill Lynch, by simply having this internship on my resume, I will certainly have an advantage over students applying for a job without internship experience. The group I worked with will provide references for me and give me leads for future job openings within Merrill Lynch. Even though this internship was not paid, I would not trade the knowledge I gained from this experience for money any day." - John Gaw, Intern with Spitz/Wurst Group at Merrill Lynch

"As a college Junior I approached the Career Development Center to begin the process of finding an internship in marketing. Not only did they provide valuable feedback, but they suggested available internship opportunities and reached out to key contacts in the field on my behalf. Alongside of their efforts, I conducted my own search and was able to get some interviews on my own as well. In doing so, I received a handful of offers and had my choice of internship. I ended up choosing the marketing internship at Radio City Entertainment, one that the Career Development Center had put me in touch with. Not only was this internship an exciting one, being in the middle of New York City and doing marketing for the Radio City Christmas Spectacular and the world-famous Rockettes, but I received an invaluable marketing experience. I was able to take on key projects, meet with outside agencies and partners, and develop a portfolio. In addition, given that Radio City is part of Madison Square Garden Corporation, I was able to reach out and work on additional projects for other live shows and concerts. My experience at Radio City made it easy to talk about my qualifications when looking for my first job and employers were impressed. I couldn't have asked for a better internship to launch my career. I later found my first full-time job at Kraft Foods and now work at Wyndham Worldwide."

- Sarah Calle, Manager, Brand Marketing, Days Inn

"I had a summer internship at Givaudan which was extremely beneficial to me in a number of ways. It allowed me to gain exposure to the professional business world and helped improve my skill set. Hopefully it will lead to a full time job after graduation. However, if it doesn't, it will look good on my resume and become a positive experience for future interview questions. My direct supervisor is willing to provide me with glowing recommendations and the HR department told me to keep in touch as graduation approaches." - Danielle Barbosa, Givaudan

"I think your school has a great program. Eugenia was an overall contributor – great team player and a terrific thinker." - Victor Manolucci, COO, Manolucci & Bysog, NYC

"If Brandon Smith is representative of all FDU students, then employers should run, not walk to the campus and start recruiting. Brandon distinguished himself with his professionalism, diligence, hard work and passion. He is the type of young person we would love to recruit to work at the World's Most Famous Arena someday." - Scott O'Neil, President, Madison Square Garden Sports

(Frequently Asked Questions, continued from page 2)

joined start-up companies that give students great hands-on experience.

**Can I get course credit for completing an internship?**

Yes, a student can receive 3 hours of course credit for completing an internship and complying with the internship requirements set forth. The student also needs to have room for this credit on their check sheet. Consult your Career Development Center for information on the number of hours required for an internship.

**Can an internship be taken pass/fail?**

Internships for course credit cannot be taken pass/fail. Marketing and Entrepreneurship majors must receive no less than a "C" in this course for it to count towards their major.

**How is the grade for an internship determined?**

In most cases, the grade is determined by a combination of the employer’s evaluation and assignments submitted to the faculty mentor. At the beginning of the term your faculty mentor will explain how they determine the course grade. Please note that this may vary depending on what faculty member you are assigned to.
The Marketing Mix Club

From left to right: Tim Krull, Treasurer; Doug Yeaw, President and Talmia Igus, Vice President

Marketing Mix Invites You to Join Them!

The next meeting of the club is on Tuesday, April 19th and students will visit JCP Communications in NYC. The May 3rd meeting will be the final for the semester and will be held at 5pm in the Sammartino Room in the Student Union Building.

(Women as Entrepreneurs Class: Continued from page 1)
Students are required to maintain a weekly blog in response to posts from the professor, classmates and special guests. In addition, the class spent time focusing on global business perspectives and promoting our school’s mission of global education. This class struck a special cord with me because it provided details and insights for successful entry into entrepreneurship. It would also be great for anyone with an interest in women’s studies. There was no formal textbook for class but the lack of primary text only enhanced discussion and increased interest in case studies and personal experiences. This class is really a step into the near future of engaged classroom learning.

As a graduating senior with a direction in business, I count this as one of my favorite classes in my academic career. I was immensely satisfied with the outcome of the course and the security of knowing I learned something to benefit my future endeavors.

(1st Annual Pitch Competition: Continued from page 1)
Does the solution resonate with our understanding of the challenges of implementation?

Timeline:
March 21st – Information Session. Time and place TBA.
April 22nd – Final Pitch Document Due
May 27th – Short-list of Teams Announced
June 10th – Final Pitch Event

The Launchpad Club

From left to right: Kyle Rothschild, Chief Officer Campus Advocate; Joseph Gets, Chief Recruitment Officer; Mike Musto, Chief Financial Officer; Ralph Joseph, Chief Alumni Advocate; Matt Fishman, Chief Collegiate Affairs Officer

Breaking Through The Box
By Kyle Rothschild

With the current state of the business world a fantastic idea can become public information in minutes, and someone’s claim to fame within hours. The statement “I just need think outside the box” is something I’ve heard more times from business professionals lost in the box than I’d care to count. The frustration many entrepreneurs feel with this hackneyed phrase so loved in the business world comes not from its repetitive use, but from the ridiculousness of the statement itself. The “box” this phrase refers to today is now comprised of millions of intelligent minds all looking for an opportunity to break through. Breaking through this box and finding your fresh start as an entrepreneur will require more than your own blood, sweat, and tears. Some nights you may just envy the 9-5ers, well maybe for just a minute. Fairleigh Dickinson has taught me a few key strategies to tear this box to shreds. The first and most important is networking with other intelligent entrepreneurs, as you can never stop learning from others. Yes, two heads really are better than one. Therefore, collectively with other students we have created an organization of like-minded individuals to help you shred the box.

Launchpad is your jumping off point as an aspiring entrepreneur! We believe in five core philosophies: Networking, Brainstorming, Planning, Evaluating, and of course, Launching new ideas. Come and meet some interesting characters, do some interesting things, and use your melon in ways your non-entrepreneurial minded peers may never understand. For example, this past March a couple of members could be seen completely bald on campus! No, we do not believe in hazing, although heavy constructive criticism of business plans is welcome. The decision to go bald and shave off their flowing locks was theirs, and theirs alone, in order to raise money for childhood cancer research at an event called St. Baldrick’s! Our members think of some constructive things to do with their time so come surprise us with your ideas every Wednesday evening at 8pm at the foyer of the Mansion. Here are some upcoming activities:

Friday, April 8th: NYC startup Job Fair and NYU Startup Week
Tuesday, April 19th: Visit to JCP Communications in NYC
April 15—17th: Startup Weekend
April 27th: Hatchery Pitching Event in NYC

Want to join us? Contact Kyle Rothschild.

Learn more, have fun and build your network! Join the clubs supported by the Entrepreneurship and Marketing Department:
Marketing Mix Club, Douglas Yeaw, (dyeaw@student.fdu.edu)
Graduate Business Club, Jason Blumstein, (fdugbc@gmail.com)
Launchpad, Kyle Rothschild (kylerothschild@gmail.com)