Organization in the Spotlight

The MSU Marketing Association is an organization comprised of ambitious students with the common goal of SUCCESS by building relationships, networking with fellow students, and advancing professional growth through first hand interactions with business professionals.

The goal of organization is to provide its members with the opportunity to maximize their college career and in turn, become successful in their professional career.

There are many ways that the Marketing Association can give you a boost both personally and professionally. MSUMA’s members gain valuable information from listening to guest speakers, attending professional events, interacting with peers, and visiting corporate headquarters. MSUMA also has a good balance of social and professional events to help members build their individual and professional network. During each semester, the club meets biweekly with representatives from different companies. The representatives from each company have a marketing background, and talk about what they do, how they got there, and different opportunities for students.

Every fall and spring, MSUMA participates in volunteer events and undergoes service projects. They also have social events that include hayrides, cookouts, and attending sporting events.

This fall in November, they will be heading out to Grand Rapids to meet with three companies – Amway, SpartanNash and Steelcase.

After a busy day of networking, they will be attending the Grand Rapids Griffins hockey game. The following day, they will be volunteering at the Ronald McDonald House.

Broad College Admissions

If you are a business major, you know that applying to become a member of the Eli Broad College of Business can be an intimidating process. There are three main components that you should be aware of: the case study, experiential profile, and your GPA.

If you have started your application process for the spring semester, you should be filling out your experiential profile by now. There are four main factors that the admissions council is looking for. One is your level of passion and sustained commitment to business. Another factor the council is looking for is your connection between your relative experiences to the business community. The final criterion they are looking for is responsibilities and leadership examples from your previous experiences.

Now let’s talk about the case study. What is it? A case study is a process or record of research in which detailed consideration is given to the development of a particular business related situation over a period of time. You will be presented with a situation that will ask you questions to showcase your understanding of business ideas and concepts. It may be helpful to brush up on terms and concepts you have learned in accounting and economics classes before the case study.
The final and largest component the admissions council takes into consideration is your GPA. Your GPA is broken down into two parts, business core GPA and overall GPA. You can calculate your business GPA by multiplying your grade in each of the five core classes by 3 and dividing that number by 5. The five classes that make up your core GPA are as follows: Econ 201, Econ 202, Accounting 201, Accounting 202, and finally CSE 101. Confused? Don’t worry. There is an online core GPA calculator that you can find by searching this link, http://www.bus.msu.edu/undergrad/coregpanew.html It is important that you do well in these 5 classes. Don’t slack off!

Whether you have already applied or thinking about applying, be sure to visit the Eli Broad College of Business website for more information. Good luck Spartans and as always GO GREEN!

**Homecoming Court**

Congratulations to the Broad Students Represented in the Homecoming Court!

Three of our very own Broad students were represented Saturday, September 27th as a part of the 2014 Michigan State University Homecoming Court. The students are seniors Jason Murray, D’Andra Sanders, and Sarah Noffze. These seniors have put thousands of hours into helping to make Michigan State the best possible university to be at. Here’s a little bit about these outstanding students:

**Jason Murray** is graduating this December 2014. He is majoring in Human Resource Management with an additional degree in Communications. On campus he is involved in Camp Kesem MSU where he was the Fundraising Chair, he has also been involved in the Residential Business Program, formerly known as the BFP, and Green Wear Pink. Jason currently works as a Student Supervisor at Career Services Network, and is a Resident Assistant in McDowell Hall. His favorite thing about Michigan State is the people. Living in BFP his freshmen year and meeting a great group of friends and to all the people he had classes with, as well as the people he has met has greatly impacted his time here at MSU. His favorite thing he as done at MSU is working for Career Services where he has been able to help other Spartans find jobs, while helping our employers see the value of State Students. He is still currently trying to decide where he will work full-time after graduation, but he has it narrowed down to two companies.

**D’Andra Sanders** is graduating May 2015 and is currently majoring in Hospitality Business. During her time her at Michigan State she has been involved in The Great Lakes Affiliate of College and University Residence Halls (GLACURH) and The Residence Halls Association (RHA). D’Andra is the Michigan Regional Communications Coordinator, Communications Coordinator (for MSU), and Level 4 Senior Student Cook Supervisor. On campus she works for Brody Square Culinary Services, as well as a Resident Assistant in Emmons Hall. Her favorite thing about MSU is football Saturdays!! And also how exquisitely beautiful the campus becomes during the seasons. D’Andra’s favorite thing she has done at MSU is helping to host a regional conference. Post graduation she want to work full-time in a restaurant and work her way up to become an executive chef, or she really wants to be a contestant on Hell’s Kitchen!!

**Sarah Noffze** is graduating this December 2014, she is majoring in Marketing, and has two specializations in Sales Communication and Health Promotion. Sarah has been involved in Tower Guard Honor Society, VIM Magazine, Global Sales Leadership Society, as well as the RBP Leadership Council. Currently, she is a Membership & Marketing Intern with the MSU Alumni Association, Peer Educator with SARV (Sexual Assault and Relationship Violence Prevention Program), and RA in McDo-nel Hall. Her favorite thing about MSU is the BEST friends she has made while she has been here! Sarah’s favorite memory is going to the Rose Bowl and cheering our team on to victory! It seemed as though all of East Lansing relocated to the Los Angeles area—seeing so many Spartans in California is something she will never forget! Immediately following graduation, she will be traveling Australia for a month! When she returns she will be moving to Minneapolis where she will be working full-time for Homel Foods, doing Consumer Product Sales.
**November**

- **Monday, November 3rd**
  - MSU Marketing Association meeting: 6:30pm, EPP 115
  - HR Association meeting: 7pm, 119 Eppley

- **Wednesday, November 12th**
  - WBSA meeting: 6:20pm, N100 BCC
  - Leaders in IT workshop: 6:30pm, N022 BCC

- **Tuesday, November 18th**
  - RBP Leadership Council: 6:30pm, McDonel Hall Kiva
  - General Management Association meeting: 7:30pm, 105 EBH
  - Native American and Hispanic Business Students meeting

- **Monday, November 17th**
  - MSU Marketing Association meeting: 6:30pm, N124 BCC
  - HR Association meeting: 7pm, 119 EPP

**December**

- **Monday, December 1st**
  - MSU Marketing Association: 6:30pm, 117 EPP

- **Tuesday, December 2nd**
  - Hot Chocolate Event: 10am-2pm, BCC

- **Wednesday, December 3rd**
  - General Management Association:
  - Food Bank Volunteering: 5:30-7:30pm
  - SCMA meeting: 6:30pm, 116 EPP

**Broad Events**

- **Tuesday, November 4th**
  - RBP Leadership Council: 6:30pm, McDonel Hall Kiva
  - General Management Association meeting: 7:30pm, 105 EBH
  - Native American and Hispanic Business Students meeting

- **Monday, December 1st**
  - MSU Marketing Association:
  - Food Bank Volunteering: 5:30-7:30pm
  - SCMA meeting: 6:30pm, 116 EPP

- **Tuesday, December 2nd**
  - Hot Chocolate Event: 10am-2pm, BCC

- **Wednesday, December 3rd**
  - General Management Association:
  - Food Bank Volunteering: 5:30-7:30pm
  - SCMA meeting: 6:30pm, 116 EPP

**Lear Center Resources**

- **Walk-in Career Advising**
  - Monday/Wednesday 9-12pm
  - Tuesday/Thursday/Friday 1-4pm

- **Resume Drop Off**
  - Drop your resume off at the Lear Center and have it critiqued within 48 hours after drop off

- **Quality Resume Writing Workshops**
  - Monday 4:30-5:15pm
  - Thursday: 11:20-12:15pm

**Broad Store End of Semester Deals**

- **Ohio State** Sale
  - (Nov 3rd-7th): $5 off Quarter Zip with free sunglasses

- **November 10th-14th:** Free sunglasses with any purchase

- **Holiday Sale**
  - (Nov 17th-end of semester)
  - Buy one get one half off all clothing

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