

on your MARK

Ignite UNSW marketing society newsletter



President's Welcome

Hey everyone! Firstly, a warm welcome to all the new Marketing Students at UNSW. Congratulations for making it alive through the enrolment process. We hope you'll be making the most of O Week - its one of the few chances you get to come home every day with bags filled with free stuff.

We have some great events set up this year - from socials to more serious career stuff. If you're one of the extra enthusiastic people who'd like to get more involved with the running of these events, we have a new Volunteer Committee set up with lots of positions- its a nice, shiny thing to type into your empty resumes under those "teamwork" and "leadership" headings. Plus, you'll get an awesome official certificate if you stay with us - email me if you haven't already signed up!

That's all for now - good luck with your first week in Uni!

Cheers,
Kerry (kerry@unswignite.com)

ToPiCs

ON YOUR MARK Ladies and gentlemen, welcome to the first edition of the brand new "on your MARK"! The aim of this newsletter is to bring you news and updates on what our society is doing. We'll be emailing this out to our members who sign up, if you wish to unsubscribe (coz we're not spam that will not go away) just let us know through the email address below. We'll also be uploading this onto the new website www.unswignite.com. Happy reading!

IGNITE! As Kerry mentioned above we have introduced a new brand new name, logo and tagline to the society because as budding marketers, we understand the importance of such details (for those of you who don't, it's only a matter of time ;)). The new name of Ignite Marketing Society and the tagline "spark your imagination" can be found...well basically everywhere from now on. We hope that this branding will make us and of course you stand out from the crowd.

OWEEK If you are reading this newsletter in print, then chances are you would've already come over to say hello at our stall (located at the red centre) during OWeek, if you haven't then we sincerely invite you to do so. We'll be at OWeek Monday through Thursday in our purple t-shirts. We'll also be conducting presentations at the Australian School of Business orientation at 9:00am Tues 4th March at the John Clancy Auditorium as well as at the Services Marketing – Tourism & Hospitality student's welcome (details below in the HOtSPOt section). See you soon!



OWeek Mon 3rd-7th March: Come sign up for Ignite at our stall at the Red Centre building.
Week 2/3: Orientation Picnic for new Marketing students.
Week 9/10: Inter-society Party
TBA: Fundraiser, Careers Workshop, Careers & Networking event.

Classifieds

on your MARK is now offering a classifieds service completely free of charge. If there's something you'd like to buy, sell, rent, borrow, or if you have job positions you'd like to advertise, contact us: enquiries@unswmarksoc.com

Part Time Job Opportunity for Students! Yearbook Consultant at Rockstar Memoirs.

- Work on fun Marketing campaigns, visit year 12 schools all around Sydney and Melbourne and get great pay.
- ybc.rockstarmemoirs.com for details and application form

A quick intro to our community

We started roughly five years ago, and have been growing steadily since then. Everyone who studies a Marketing subject is included in our member base, which means at any time you're among 1200 like minded people.

This year, we've changed our name Marksoc (which looks like gibberish to anyone who's not a uni student) to Ignite.

We now also cater to Hospitality and Services Marketing students, with four awesome Hospo students currently on our team. For those of you oldies who recall HospoSoc, we're all one big happy society which caters to all marketing students.

HOTSPOT

Services Marketing – Tourism & Hospitality students a.k.a. Hospos, this is your dedicated section to upcoming news and events concerning you.

Fantastic First Years: A dedicated Hospo orientation for you guys will be conducted in the Civil Engineering Theatre at 10:00am Fri 7th March introducing you to the uni, Ignite as well as your peer mentors. You'll also be going to a BBQ at Kenvale to try out your new uniforms and to mix in with other students.

Splendid Second Years: Look forward to writing your Industry Report, if you haven't completed your hours, it's still not too late to cram them in.

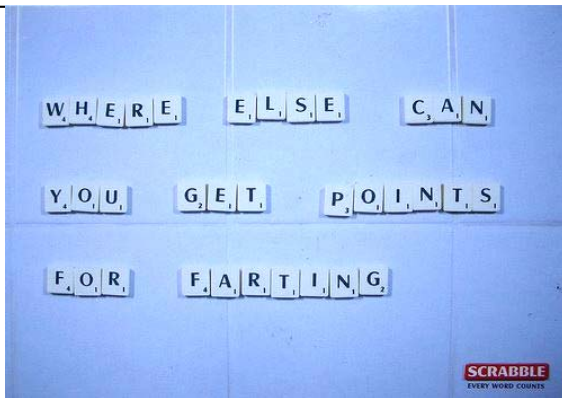
Thrilling Third Years: The year ahead is filled with more marketing and the decision of a 3rd major, pick your subjects carefully to ensure you complete your degree on time.

Flourishing Fourth Years: Last year of uni means lots of uncertainties ahead: read EMPLOYMENT. A committee of students is heading the Hospo summit scheduled for late semester 1, a great opportunity to snatch that dream graduate job. You can opt to help out by emailing Tracey on t.firth@unsw.edu.au for more details.

Trivia

What is the official tagline of YouTube?
What "melts in your mouth and not in your hand"?
Mount Franklin water along with the Breast Cancer Foundation advises you to "Drink _____"?
*Answers at bottom of the page

Ad of the Month



Our OWEEK Sponsors



Exec Intro

As an introduction to our society, we'd like to introduce you to our executive committee:

Kerry Zhang; President

BCom/Science (Marketing, Psychology) 3rd Yr
Fav MARK subject: Consumer Behaviour
If she was a brand she'd be...Starburst

Michelle Lam; Vice President

BCom (Services Marketing - Tourism & Hospitality, HR), 4th yr
Fav MARK subject: Marketing Communications
If she was a brand she'd be...Chanel

Jenny Wang; Secretary/Treasurer

BCom (Marketing, Finance), 3rd yr
Fav MARK subject: Marketing Communications
If she was a brand she'd be...Sony

Philip Partalis; Sponsorship Director

BCom (Services Marketing – Tourism & Hospitality) 3rd yr

Salonee Barmech; Sponsorship Assistant

BCom/Eco (Marketing, Actuarial Studies and Economics) 3rd Year
Fav MARK Subject: Marketing Fundamentals
If she were a brand she'd be....Sony Ericsson.
Easy to work with, adaptive, and with the times!

Lydia Rachmat; Careers Director

BCom (Marketing, Finance), 3rd yr
Fav MARK subject: Consumer Behaviour
If she was a brand she'd be...Apple

Jane Leung; Communications Director

Andrew Lee; Marketing Co-ordinator

BCom (Services Marketing - Tourism & Hospitality, Finance), 4th yr
Fav MARK subject: Marketing Communications
If he was a brand he'd be...Google

Kenneth Cheung; Hospo Representative

BCom (Services Marketing - Tourism & Hospitality, Information Systems), 4th yr
Fav MARK subject: Marketing Communications
If he was a brand he'd be...Porsche

Stay Informed

Industry magazines are an essential way for students to stay in touch with the business world. As a special offer to you guys, **Adnews is offering 50% off student subscriptions.** Find the coupon in your goodie bag or contact us!

a) Broadcast Yourself b)M&M's c) Positive

