

on your MARK

UNSW marketing society monthly newsletter



Editor's Welcome

Hey everyone, it's June so we all know what time it is, Exam time! It's amazing how those four little letters strike fear into the hearts of our usually confident and able students but without exams, it wouldn't really be uni would it? (There are ways to get around it though, try studying Architecture, but what fun is drawing buildings when you can make people buy stuff with ads?)

Unfortunately, Ignite isn't close enough to the marketing lecturers to give you insider tips but we do have some awesome resources for you to help you through this period of sleepless nights, endless reading and marathon of coffees and cokes.

Out last Ignite event has finished for this semester, but there is definitely more on it's way in semester 2, keep your eyes and ears out for the boys and girls in purple, we're going to spice up your life again just when you start getting bored in the holidays!

Cheerio!

Andrew membership@unswignite.com

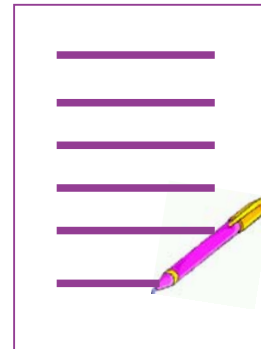
PS There's a fantastic opportunity called **Digital Cadets**, check it out in our classifieds section!

NEXT

Our Semester 2 plans:

- First year social
- Major competition
- Internship & Graduate Careers Night
- AGM (Annual General Meeting)
- End of Year Party!

So watch this space!!!



ToPiCs

NEW EXECS

We officially welcome Alison Pang as Ignite's new Social Director, Alison will be looking at creating all those fun events that gets you meeting and mingling with your fellow marketing students. From the venue and decorations, to designing the menu and music, no attention is spared when this party planner rocks the scene. If you have any questions for Ali, please contact her at social@unswignite.com

We're also very excited to have on board Kevin Truong as our new Assistant Sponsorship Director. Kevin will be working closely with Salonee, our Sponsorship Director, in growing and developing our portfolio of sponsors which are vital to the success of Ignite. A savvy marketer promoting our society is exactly what we need to gain those precious dollars so we can deliver to you even better events, you can find Kevin on sponsorship@unswignite.com

EVENTS SUBCOMMITTEE

Positions are still open for people in our subcommittee to help out with other future events, if you're interested, you know where to find us ;)

FACEBOOK

Join our Facebook group for all the latest news and happenings!

<http://www.facebook.com/group.php?gid=4207752853>

Your time starts NOW

Exams are probably the last thing you would link with fun and enjoyment, but as a crucial aspect of uni life in the Australian School of Business, it is as inescapable as the sun rising. (There are a few courses without exams, Marketing Research students can breathe a sigh of relief!)

However, this doesn't mean that exams have to be painful, but depending on your study habits, exams should simply be a review of what you have learnt over the course of semester. If you're not guilty of hiding behind that laptop in lectures Facebook-ing away, there really isn't a reason to fail. Of course lecturers and their teaching style come into play in terms of engagement and interest (even I have been guilty of dozing off).

Yet time and time again, the principles of exams stand true and after going through the pain of the HSC or whatever exam that got you into uni in the first place, here's a recap of those golden rules:

- Keep track of time (even allocate time for questions beforehand, if you go over then move-on)
- Don't brain-dump
- Read the question carefully
- Do the Q's you find easiest first to give you confidence (personally, I zip through MCs to give more time for short answers)

Here are some resources that may help you through these hard times:

<http://www.lc.unsw.edu.au/dload/weeklypan.doc>

<http://info.library.unsw.edu.au/osd/using/exam-papers.html>

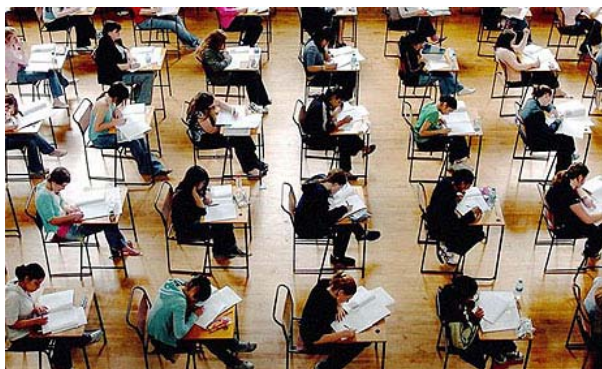
<http://news.bbc.co.uk/1/hi/education/4508749.stm> (aimed at high school students, but same applies in uni!)

http://en.wikipedia.org/wiki/Main_Page (a world of resources to teach you concepts in simple terms)

...and of course, when you need a break

<http://www.youtube.com>

Good luck and look forward to the holidays!



HOTSPOT

Dearest Hospos,

The **Student Summit** was a great success! We have had wonderful feedback from the industry as to how enjoyable the evening was, not to mention the quality of the students there. It's not on the shoulders of the upcoming years to create an event as fantastic as this one. (Which I'm sure you'll do with ease.)

This year's **WineFest** has come and gone, congratulations on the 1st years for creating such a fantastic event, well done!

Industry reports are now over and done with, feel free to breathe a sigh of relief.

Internship opportunities are coming up soon, Nina and Tracey will definitely be in touch!

Classifieds

Digital Cadet

Digital Cadet is a marketing education specialist who provides vocational training in the field of online marketing.

Digital Cadet offers a 3 week selective industry backed course that facilitates entry into top-level digital media sales, planning or marketing roles. It aims to equip one with the knowledge, skills and insight to give an advantage in the competitive and growing digital media environment.

Digital Cadet is offering a **free** place in each of its three remaining yearly intakes for graduating UNSW students starting on July 7 2008, December 1 2008 and February 2 2009.

For more information visit Digital Cadet at <http://www.digitalcadet.com.au/index.cfm>. Or download a brochure from the site.

Marketing in Motion

Jane's Corner

The theme of the night was to find our futures, now. To know where we could potentially end up and putting all our marketing knowledge into perspective.

A Big thank you goes to our main sponsor for the evening, Nine Dots and in addition several thank yous also are deserving to our other guest speakers Big River Creative, Bienalto, Michael Page, Australian Marketing Institute (AMI) and of course to our own marketing faculty representative Mark Uncles.

A massive crowd of 95 marketing students came to hear what all of these great companies had to say about "a day in a life of" of very different marketing jobs in the field. Through much mingling, hot food and delicious cup cakes a lot of students reported having received exclusive contacts for potential internships and connections to get their "foot in the door!" which was great to hear!

However the night would not have been as smooth as it was if it wasn't for our MarkSoc subcommittee for making marketing in motion a successful night for all!

Jane
Communications Director.



Ad of the Month



Write to us

If you have anything you'd like to see in "on your MARK", any classifieds you'd like to post or anything to ask just in general, please feel free to write to us at enquiries@unswignite.com. We hope you've enjoyed reading "on your MARK", and until next time, ciao.

Our Sponsors

