WHAT IS... WWU GIVE DAY 05.26.22
Changing lives one marketer at a time

This is the most momentous day of philanthropy each year for Western Marketing students.
Changing lives one marketer at a time

Every donation directly supports our marketing program, which...
Changing lives one marketer at a time

emphasizes Inclusive Excellence, Career Readiness, and Sustainability.
Changing lives one marketer at a time
4 REASONS TO TAKE CLASSES THIS SUMMER

1. Graduate early!
2. Smaller class sizes with increased access to faculty
3. Access to high-demand classes that are hard to get into during other quarters
4. Enjoy many class options with quick turnaround - 6 week session
LET'S GET SOCIAL

LinkedIn

Page
WWU Marketing Program

Group
Western Washington University Marketing Concentration
Tips for next year’s competitors!
Check out the WWU Marketing Blog!

We have lots of NEW & EXCITING blog content coming soon!
I got credit for my internship in the summer and it not only helped me stay on track for graduation but also allowed me to cultivate meaningful relationships with great mentors!
HOW CAN YOU HELP?

Become a Give Day Ambassador.

Spread the word about Give Day. Use #MARKETERSGIVE and #WWUMARKETINGGIVEDAY on social media.

Pledge to donate on Give Day!

WWU GIVE DAY
05.26.22

Changing lives one marketer at a time
Summer internships are super important for your development outside the classroom. They serve as confidence builders and have proven effects on getting better job opportunities post-graduation.

Cat Armstrong Soule
Marketing professor
LET'S GET SOCIAL

Twitter

@wwumarketing
Become A Give Day Ambassador Today!

GIVE DAY AMBASSADOR

How It Works...

- Scan QR code.
- Create an account.
- Customize your link directing people to the Marketing Program page.
- Share your link with family, friends, and followers. Use #MARKETERSGIVE and #WWUMARKETINGGIVEDAY on social media.

FOR MORE INFO:
MARKETING CLASSES TO TAKE THIS SUMMER

04

MKTG 471: Sports Marketing
*Only offered in summer quarter!*
Application of marketing principles and concepts in the sports industry.

05

MKTG 475: Brand Management
Analysis of brand strategies and concepts such as brand identity, brand equity, and the branding process.

06

MKTG 488: Applied IMC
*New this summer!*
Varying topics in marketing such as distribution systems, marketing on the internet, geographic information systems in business and direct marketing.
Top 5 Reasons to Network as a Young Professional

Post created by Applied IMC (Spring 2022)

As a young professional, you may be questioning how to navigate the working world and where your future career will take you. The answer to some of those burning questions lies within your professional network. By strengthening connections with those in your field, you have access to an array of:

- Career guidance
- Internship leads
- Industry insight

Which can all play an integral role in your success.

When you are well-equipped with useful networking skills and know the variety of benefits that expanding your network can have on future career opportunities, you will be ready to advocate for yourself, your skills, and your career!

*The people you meet as a student can massively impact your personal and career trajectory. You don’t have to be the smartest or most outgoing but give yourself enough opportunities to meet people outside of the academic world and invest in the relationships that stand out to you.* — Paul Burke, class of 2014
THANK YOU

To our **AMAZING alumni** that made our **Meet the Professionals** event **possible**.

*We are so grateful for your support and contribution to the program!*
SUMMER CLASS SPOTLIGHT

Dan Purdy  Marketing professor

“
When I was an undergrad, I got behind due to taking time off of school, so catching up in the summer was key to being able to accelerate finishing my degree and getting my career started.

"
LET'S GET SOCIAL

Instagram

@wwumarketing

@wwumarketingstudents
Summer quarter offers smaller class sizes and a great learning experience.

I will be offering Consumer Behavior and the Brand Management elective this summer - both are really fun courses and my favorite to teach!

Tejvir Sekhon
Marketing professor
Tips for next year’s competitors!
MARKETING CLASSES TO TAKE THIS SUMMER

**MKTG 380: Principles of Marketing**
Identification and analysis of relevant opportunities and constraints in consumer and industrial target markets.

**MKTG 381 Fundamentals of Market Research**
Very competitive during the school year.
Taken with MKTG 382. The primary tool for exploring new opportunities in the marketplace.

**MKTG 382: Consumer Behavior**
Taken with MKTG 381. Perception, motivation, learning, attitude structure and change, social influences, and cultural forces relevant to buyer behavior and decision processes.

**MKTG 480 & 490: Internships**
Great opportunity to get internship experience and credit.
Emphasis is on applying marketing principles in an academically guided setting.
LET'S GET SOCIAL

Facebook

Group + Page

WWU Marketing
SUMMER CLASS SPOTLIGHT

Hailey Miller 4th year Marketing student

“

I took Digital Marketing the summer of my junior year and it was so worth it! Even though the class was shorter, I still got all the same benefits as traditional quarters.