

# Marketing Minutes Newsletter

*Looking back on the semester!*

## About MMN

The Marketing Minutes Newsletter (MMN) is intended to help marketing and business school students to make informed decisions about their education and career development. MMN provides up-to-date information on scheduling, courses, programs, career development workshops and networking opportunities. Look for the latest edition of MMN via your Fresno State email, Canvas page and Instagram @fsMarketingClub.

## ACCOMPLISHMENTS

- Developed the Marketing Minutes Newsletter (MMN) Fall 2023 Edition
- Designed The Marketing Club poster (showcased in the CSB Organization window)
- Conducted networking and career development workshops and site visit
- Developed and created content and posts for social media platforms (Instagram & TikTok)

## The Marketing Club at Fresno State

The Marketing Club is focused on helping students stay updated on the latest marketing events and opportunities. Connect, learn, and grow as you network with distinguished industry professionals, alumni, and special guest speakers. Elevate your student experience with the Marketing Club!

We offer a variety of services such as resume workshop, professional photoshoot, career speakers events, and networking social! Students who join the club gain leadership skills and professional experiences that will help them on their career journey! All majors are welcome!

**MEET OUR OFFICERS**

**PRESIDENT** Alicia Minasian  
**VICE PRESIDENT** Karen Hernandez  
**TREASURER** Gerardo Ayala

**OUR GOAL**  
 PROVIDE STUDENTS WITH CAREER RESOURCES AND PROFESSIONAL DEVELOPMENT

**MEMBER BENEFITS**

- Mentors
- Experience
- Workshops
- Networking
- Skill Development

**MEETINGS**  
 Date: Every Tuesday  
 Time: 1 - 2 PM  
 Location: RSU 206

Follow us on our socials!  
 @fsMarketingClub  
 @fsMarketingClub

[Join the Club](#)

## Career Fair

### EXPLORE CAREER OPPORTUNITIES IN DIFFERENT FIELDS OF CRAIG SCHOOL OF BUSINESS

An excellent way to network with business people and discover organizations that interest you is through internships. Gaining practical experience through an internship will benefit your career exploration, skill development, resume improvement, industry insights, confidence building, job opportunities, professional development, and personal development. Through internships, you can engage in a comprehensive learning experience that extends beyond the classroom and equips you with the abilities, information, and networks necessary to thrive in your chosen fields.

- Register online on [HireFresnoState](#) and search under "Internships – Academic Credit", "Internships – Professional Experience", or "Community Service Scholarship Program".
- Contact your department for information about the possibility of earning internship class credit.
- Identify and research organizations where you may have an interest in applying. Check out organizations/company websites where you might like to intern/work. Some have "internships" or Student Programs" pages or job boards.
  - Explore our [Major-Related Career Resources tool](#) to get you started!
- Attend Career and Internship Fairs held each semester.
- Take full advantage of workshops and webinars on interviewing and resume writing.
- Register on [Buzzfile](#) and search for employers by major.
- Network by speaking with family, friends, alumni, professors, and members of professional organizations.
- Utilize [LinkedIn](#) to connect to professionals in your field.
- Join a Fresno State Student Club or Organization which will help provide excellent opportunities to develop leadership skills, network with professional guest speakers and provide community service. Visit Fresno State's [Engage](#) website for a list of student clubs and organizations.
- Search online on [VolunteerMatch.org](#) or on [HandsOn Central California](#), which offer databases of volunteer opportunities throughout Fresno County. Learn about other nonprofits on [GreatNonProfits.org](#).

For questions about all things internships, contact Claudia Ceja, University Internship Coordinator, by calling the Career Development Center at 559.278.2381 or emailing her at [cceja@csufresno.edu](mailto:cceja@csufresno.edu).

### LIST OF BUSINESSES THAT CAME IN FALL 2023 SEMESTER

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| <ul style="list-style-type: none"> <li>• Adobe</li> <li>• AC Foods</li> <li>• Breakthru Beverage California</li> <li>• Cal HR</li> <li>• California department of tax fee Administration</li> <li>• Capital Fellows Program</li> <li>• Central Valley Community Bank</li> <li>• Cintas Corporation</li> <li>• City of Fresno</li> <li>• City of Fresno Personnel Services</li> <li>• Consolidated Electrical Distributions, Inc</li> <li>• County of Fresno</li> </ul> | <ul style="list-style-type: none"> <li>• Enterprise Rent a Car</li> <li>• Ernest Packaging Solutions</li> <li>• F&amp;M bank Central California</li> <li>• Fresno County District Attorneys office</li> <li>• Fresno First Bank</li> <li>• Fresno Madera Farm Credit</li> <li>• JD Foods</li> <li>• Kohls Department Store</li> <li>• E &amp; G Gallo Winery</li> <li>• Downtown Fresno Partnerships</li> <li>• Department of State hospital Coalinga</li> </ul> |
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### LINKEDIN WORKSHOP



The LinkedIn workshop was held on October 24th with Fresno State Career Liason, Adrian Ramirez. Over 30 students attended and learned about key LinkedIn strategies to strengthen students' profiles, improve job searches, and expand their connections. Ramirez also strongly recommended growing students' skill sets through LinkedIn Learning. Fresno State no longer provides this program, but there are other ways to sign up for free; students residing in Fresno County can access this valuable resource through the local library.

[Sign up for LinkedIn Learning](#)

### ADOBE PREMIERE PRO WORKSHOP



On October 17th, Industry expert, Ara Catchatoorian, led a hands-on session showing students how to create a short video using Adobe Premiere pro in the Resnick Student Union room 207.

[Try Out Adobe Creative Cloud](#)

## HISPANIC BUSINESS STUDENT ASSOCIATION

The Hispanic Business Student Association (HBSA) is a membership-based, 501 (c) (3) non-profit organization committed to accentuate the best in its members and prepare them for success in this global economy. It is open to all majors. H.B.S.A. provides its members with professional and leadership opportunities through the numerous programs and activities hosted throughout the year. Some of their events include the Corporate Networking Social, Mock Interviews, Dress for Success, and Resume Writing Workshop.



[Check out H.B.S.A. At Fresno State Website](#)

## PAY IT FORWARD



Pay It Forward

The Pay it Forward Luncheon Series, organized by the Lyles Center for Innovation and Entrepreneurship, brings together corporate leaders from the community and students from Fresno State. A different group of business leaders hosts each session, which focuses on a fresh and educational subject. These gatherings provide in-depth discussions and useful networking opportunities for Fresno State students and accomplished entrepreneurs. One of the speakers was Nishan Majarian, the CEO of Plant Pathways, which was held on Thursday, November 16, 2023 from 11:30a.m. – 1:30 p.m. in the Lynda and Stewart Resnick Student Union.

## MANAGEMENT WORKSHOP

Guest speaker, Eric Staff, spoke in a management workshop on November 14th hosted by the California Central Valley Chapter of the Project Management Institute at the Craig School of Business. 24 Fresno State students attended to network and learn from Eric's experiences managing large-scale operational changes in the Healthcare industry. Here are some key takeaways in building a culturally welcoming work environment as a leader:



- Be transparent with your employees
- Encourage continuous learning
- Work towards a goal as a team
- Communicate effectively to build trust
- Be flexible

## ENTREPRENEUR CLUB'S CEO CONFERENCE



The Entrepreneurship Club attended an entrepreneurship conference to engage with numerous students in Tampa, Florida. This event allowed students to network and gain insights from industry professionals. Vice President, Kara Hernandez, made a pitch presentation on her business, Nomad Service Network, and placed 8th out of the entire nation.

### ARCHER & HOUND AGENCY VISIT

The marketing club hosted an agency tour at Archer & Hound on November 16th, with a group of 6 students. The Archer and Hound team; Aaron Coyne, Kristen Bonillas, and Alycia Gonzales, discussed the previous projects that the agency has worked on, skills that the agency looks for in recruits, and Artificial Intelligence impact to marketing industry.



### SPORTS MARKETING WORKSHOP



On November 28, 2023, the Fresno State marketing club held a sports workshop in Room 206 of the Resnick Student Union. Speaker was Rob Desoto, manager of business development at Bulldog Sports Properties, Fresno State Athletics' official multimedia rights partner. In addition to sharing his professional development journey, Rob provided insights into the field of sports marketing, discussed how to bridge the gap between businesses and sports fans, and explained the strategies used by Fresno State aiming to be dominant in all sports.

# Announcements

## AI IN BUSINESS CERTIFICATE

This certificate in artificial intelligence is now offered by the Craig School of Business and is available to all Fresno State students (and any person outside Fresno State holding a 4-year college degree), regardless of their major. Now that AI is becoming more and more relevant in every industry, learning about AI can significantly improve your future career opportunities!

The certificate requires a total of 15 units:

- IS 51 Programming Fundamentals (Python) Units: 3
- IS 130 Information Systems Units: 3
- IS 160 Artificial Intelligence in Business Units: 3
- IS 170 Machine Learning Applications Units: 3
- One dept elective Units: 3



In these courses, you will learn hands-on how to code in Python and the different types of algorithms used in artificial intelligence.

[Check out the AI Certification](#)

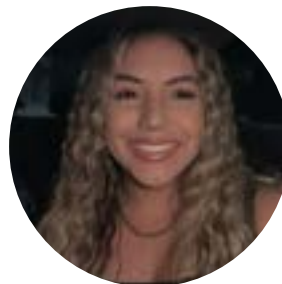
## BIG THANK YOU TO OUR MARKETING MINUTES TEAM!



*Alicia Minasian*



*Chew Jue Thao*



*Karent Hernandez*



*Gerardo Ayala*