

# Marketing Minutes Newsletter

BI-SEMESTER UPDATE!

## ABOUT MMN

The Marketing Minutes Newsletter (MMN) is intended to help marketing and business school students make informed decisions about their education and career development. The 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.

## MARKETING CLUB UPDATES

The Marketing Club has secured a new booth outside the library, and we're thrilled to meet all our members and fellow bulldogs there. If you're considering joining the club, stop by our booth outside the university student union and say 'Hello!'

But here's the best part: students from all majors are welcome to join the Marketing Club! We're focused on providing our members hands-on experience through unique workshops and regularly host speakers from different industries, giving our members valuable networking opportunities.

Save the date! The club's largest event this semester will be the Marketing Bootcamp on April 12th, featuring 6 esteemed guest speakers. This will be a great opportunity for students to connect with industry leaders!

Every semester, our club grows larger and better, offering numerous new opportunities to all our members. So don't miss out - come join the excitement!

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From left to right:  
Marketing Officer Gevorg A., Vice President Issac Diaz,  
President Alicia Minasian, and Treasurer Cheu Fue Thao  
hanging out at their new booth on campus

[Join the Club](#)

## CAREER FAIR

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

The Spring 2024 Career Fair, hosted by the Career Development Center, took place from February 27 to 29 at the Resnick Student Union. Over three days, 245 companies participated, providing Fresno State students with valuable networking opportunities and the chance to pitch to industry leaders. The fair was categorized into specific themes each day, focusing on Education, STEAM (Science, Technology, Engineering, Agriculture, and Manufacturing), and Business, Health, Public Service, and Creative Careers. All majors were welcome, offering students a platform to explore diverse career paths and enhance their interview skills.



Students are welcome to explore and connect with different organizations

[Check out the Career Center!](#)

### BUSINESSES AND ORGANIZATIONS FEATURED THIS SEMESTER

- KSEE 24
- Lyles Construction Group
- Marjaree Mason Center, Inc.
- Milwaukee Tool, Ryobi, Hoover, Techtronic Industries, N.A., Inc.
- Northwestern Mutual
- Prieto Automotive, Inc and Prieto Roseville, Inc.
- San Joaquin College of Law
- Saint Agnes Medical Center
- Sherwin Williams
- Sun-Maid Growers of California
- ZINC Financial, Inc.
- Zenith Insurance
- Sierra HR Partners, Inc.
- County of Fresno Department of Human Resources
- Buckle, Inc.
- C2 Realty Group
- Central Valley Community Bank
- Cintas Corporation
- City of Fresno
- County of Fresno
- Enterprise Rent-A-Car
- CSM Aviation
- Fresno First Bank
- Fresno Madera Farm Credit
- Guarantee Real Estate
- HBH Management LLC
- Jericho Care Group
- Kohls Department Stores
- Boos & Associates, A Professional Corporation



From left to right:  
Sr. VP Rick Rattazi, Lyles Center Advisor Mendy Laval, VP Alicia Bly, and CEO Larry Johanson

## PAY IT FORWARD LUNCHEON

The Lyles Center for Innovation and Entrepreneurship hosted the Pay It Forward Luncheon on February 22nd, featuring Johanson Transportation Services (JTS) and its speakers; Chief Executive Officer Larry Johanson, Vice President Alicia Bly, and Senior Vice President Rick Rattazi.

It was a well-attended event, with over 100 Fresno State students and 100 community business leaders connecting and discussing various topics over food. Speakers Johanson, Bly, and Rattazi answered many questions on the company's origins, how it fared through COVID-19, and how JTS uses technology and AI to stay competitive. The three speakers advised that to achieve success, the students must develop a good work ethic, a thirst for knowledge, and the grit to overcome challenges.



Around 200 total students and community business leaders attended

[Next Luncheon: March 12th!](#)

[Watch Past Events on YT!](#)

## MARKETING CLUB VISITS CART

The officers of the Marketing Club presented to over 40 students in the Digital Marketing and Entrepreneurship lab at CART, also known as the Center of Advanced Research and Technology.

CART is a state-of-the-art education program for junior and senior students in high school. There, students receive academic credit for taking career-specific classes that range from the science industry to business, communication, and engineering.

Club officers Alicia Minasian, Issac Diaz, and Cheu Fue Thao spoke to the students about the Marketing Club, the benefits gained when joining, the club's accomplishments, and future plans.



From left to right:  
Marketing Club Vice President Issac Diaz, President Alicia Minasian, Treasurer Cheu Fue Thao, and Digital Marketing Instructor Brett Rosander

[Check out CART!](#)



**SEO YEON KO  
INTERNATIONAL STUDENT**

Hi, I'm Seo Yeon Ko from Korea. I am an international student, and this is my second semester as a marketing major. I wanted to get involved in marketing-related activities, but I had trouble finding out about the Craig School of Business, so I did nothing during my first semester.

Recently, I was able to join the Marketing Club immediately after learning about it from a classmate. I had the chance to take part in a variety of activities through the club that enhanced both my résumé and my communication abilities. Even if I still have flaws, the Marketing Club is helping me grow as a person while getting prepared for the future.

I recommend this club to students like me who are international students, those who have difficulty preparing for the future by themselves, or for students who want to engage in marketing activities.



**MARIA DOMINGUEZ  
FIRST-GENERATION STUDENT**

Maria Dominguez, a first-generation college student, is on the verge of completing her senior year, looking forward to earning her Business degree. As a dedicated content creator, Maria collaborates with various brands, showcasing and reviewing a variety of products.

Beyond her entrepreneurial endeavors, she holds the presidency at the Entrepreneurship Club, guiding and inspiring like-minded students with an entrepreneurial spirit. Driven by her creative mindset, she aspires to establish her own business post-graduation, embodying her vision and passion for innovation.

# BIG THANK YOU TO OUR MARKETING CLUB MEMBERS!



President

*Alicia Minasian*



Treasurer

*Chew Fue Thao*



Member

*Kirstine Martinez*



Member

*David Ashkharian*



Member

*Yuweissi Vargas*



Member

*Seo Yeon Ko*

## WANT MORE?

FOLLOW OUR SOCIALS TO STAY UPDATED!

Follow the Craig School of Business on Instagram and Facebook!

Follow the Marketing Club on Instagram and TikTok!

[CSB Instagram](#)

[MKTG CLUB Instagram](#)

[CSB Facebook](#)

[MKTG CLUB TikTok](#)

[CSB Website](#)

[Inquiries? Contact Us!](#)