

Spring 2018 Committee Member Application

**MARKETING COMMITTEE**

**Contact Information**

Name:

Year:

Major:

Phone Number:

Email Address:

**Committee Preferences**

*Please fill in your first and second choices of committees in the numbered ranking below. One of your choices must be Marketing. For reference, here is a list of the 7 committees:*

Marketing

Finance

Corporate Relations

Administration

Community Development

University Relations

Technology & Communications

**Section I**

*Please answer the following questions, limiting your responses to* ***250 words*** *each.*

1. How did you hear about BWIB?
2. Why do you want to join the Marketing Committee and what do you hope to gain from the experience?
3. What specific skills can you bring to the Marketing Committee and how do you plan to utilize them? Photoshop, Illustrator, and other graphic design tools are helpful, but if you have no experience with these then please describe other qualities that would be useful to this committee.

**Section II**

*Please answer the following questions, limiting your responses to* ***300 words*** *each.*

1. Please describe a creative marketing idea you have for BWIB and how you would implement it on campus. (Tip: research BWIB’s social media so that you do not suggest an idea we have already implemented)
2. What is one marketing campaign that you have seen from a company, which has had a positive impact on its viewers beyond advertising their product (for example it focuses on positive body image, environmental impact, etc.)? Why was this campaign successful?

**Section III**

*Please answer the following questions, try to be as succinct as possible.*

1. What is your availability for this semester? What other commitments do you have? Include the dates and times that you unable to meet.
2. In order to become a committee member, you **must** be able to attend Committee Orientation on February 15th from 6-8 PM. Will you be available?

**Section IV**

Along with this completed application, it is required you submit a copy of your resume and a copy of your class schedule. The resume must be in PDF format. Failure to submit both these documents alongside your application will result in ineligibility for a committee position.

Please email your completed application to Sam Rubinstein, the Vice President of Marketing, by **Tuesday, February 6, 2018 at 11:59** **PM** to be considered for a position. Your application must be in **PDF format**.

Sam Rubinstein – Vice President of Marketing

marketing@berkeleywomeninbusiness.com

If you have any other questions, please feel free to reach out to:

President - Pallavi Chadha

president@berkeleywomeninbusiness.com

*The next step in the application process is an interview. You will be contacted by Thursday, February 8th.*