

## Company Approach...



\* Reflects either previous or current corporate partners.

## ... to Influencing Consumers...



## ...and Impacting Students

"As a career changer, I found the JumpStart forum to be incredibly insightful in going much deeper into what brand management and marketing really comes down to. Now I can start making connections between my past experiences and my future role in marketing."



—**Pamela Burga**  
Marshall School of Business



"Being able to be here at the JumpStart forum and build early relationships with these companies is a huge advantage. I've already made many connections here that I'm definitely going to follow up on."

—**James Souffrant**  
Kellogg School of Management

## HOT MARKETING TOPICS:

# BRAND ADVERTISING INSIGHTS MULTI-CHANNEL SEGMENTATION INNOVATION B2B MARKETING

## JumpStart is the best place to learn about career options in brand management and marketing

The JumpStart Brand Management and Marketing Diversity Forum helps educate and prepare students for Brand Management and Marketing.

- Gain hands on experiences **translating consumer insights into strategic brands that connect with consumers.**
- See the aisles of your **favorite stores through the lens of a marketer.**
- Establish relationships through **1:1 informational interviews** to prepare for landing an internship.
- Join the JumpStart Network of 9,000 alumni and professionals benefiting from opportunities with our Corporate Partners.

### Eligibility and Key Dates:

- The 7th Annual JumpStart Diversity Forum will be **Sunday, May 20th to Monday, May 21st.**
- The Forum will be held in Philadelphia, PA.
- The Forum is open to incoming MBA students who will be attending full-time and graduating in the class of 2020.
- People of Underrepresented populations encouraged to apply. Individuals of ethnic, gender, LGBTQ, and Military groups should Jump in!

### BRAND MANAGEMENT AND MARKETING HIGHLIGHTS

- **Access to senior, mid, and junior industry professionals**
- **Breakout Sessions:** A Day in the Life, Case Studies, Store Visits, Alumni Panels, and Informational 1:1s.
- **Networking sessions** w/recruiters on "How to Get the Job"
- **Reception** with firm representatives

### HOW TO APPLY:

JumpStart members who apply to our diversity forums may be notified of admittance decisions may announced on a rolling basis. Beyond the diversity forum, members of the JumpStart Network will have access to opportunities with our Corporate Partners. Visit [www.jumpstartadvisorygroup.com](http://www.jumpstartadvisorygroup.com) to learn more and apply now.

### WHAT IS NEW

- Over 200 members of JumpStart have entered Brand Mgmt careers over the last 3 years.
- Over 75% of Diversity Forum Attendees received interviews for Brand Mgmt roles
- 20% of Brand Mgmt JumpStart Network members received an internship offer by August of their 1st year in B-School.
- Participation in Brand Mgmt webinar series bootcamp with partner organizations to assist you with awareness and interview preparation