



THE BALTIMORE CHAPTER OF THE AMERICAN MARKETING ASSOCIATION'S

19TH ANNUAL STUDENT JOB SEARCH WORKSHOP

DATE: Saturday, April 9, 2011

TIME: 1 p.m. - 5 p.m.
General Registration: 1:00 p.m.-1:20 p.m.

LOCATION: Loyola College Graduate Center, Timonium, MD
(directions provided upon registration)

COST: \$25* (includes light refreshments)
*Any proceeds from this workshop will benefit the AMA's marketing education scholarship awards totaling \$3,500.

At this event, you may meet the executives who could launch your career...!

"Unlike a job fair where company representatives just discuss their company, at the Job Workshops, I obtained insights regarding the qualities and characteristics necessary for employment. With this information, I was better able to focus my attention on those activities that would maximize my marketability to potential employers."

- Dave L., Marketing Major & Three-Time Attendee of the AMA Student Job Search Workshop, University of Maryland

"I never would have thought that my connections from the AMA Workshop this time last year would lead me to a market research career in London... The AMA Workshop really opened up a lot of opportunities for me, and I am endlessly appreciative for that."

--Allie S., International Studies major, Johns Hopkins University

LOCAL COMPANIES TENTATIVELY SCHEDULED TO ATTEND THIS YEAR'S WORKSHOP INCLUDE:

Procter & Gamble	Under Armour	Donofrio	Baseball Factory
McCormick Spice	GKV Advertising	Black & Decker	P.W. Feats
Burke Research	T. Rowe Price	Euro RSCG 4D	

EXECUTIVE-MODERATED DISCUSSION GROUPS ON THESE TOPICS:

Marketing Management	Advertising	Marketing Communications
Market Research	Sales	Public Relations

SCHEDULE OF EVENTS:

1:00 p.m. - 1:20 p.m. General & Walk-in Registration (space permitting)
1:20 p.m. - 2:00 p.m. Welcome, Overview and Panel ("What I Do and How I Got Here")
2:00 p.m. - 2:30 p.m. Networking Break
2:30 p.m. - 3:00 p.m. Discussion Groups, 1st Session
3:00 p.m. - 3:30 p.m. Networking Break
3:30 p.m. - 4:00 p.m. Discussion Groups, 2nd Session
4:00 p.m. - 4:30 p.m. Discussion Groups, 3rd Session
4:30 p.m. - 5:00 p.m. Networking Break

