MABC's 1st Discussion Series: What is Marketing?

**McGuinn 521 from 6:00 - 7:00 pm**

This semester MABC is launching a new initiative called the Discussion Series. In MABC's first ever discussion, we will be discussing the topic "What is Marketing?. A common misconception is that marketing is just advertising and branding. However, in this session MABC will present on the different aspects of marketing and then we will open the floor for a small group-open dialogue about the topic. Also, there's FREE FOOD!! RSVP using this link: [http://bit.ly/MABCWhatIsMarketing](http://bit.ly/MABCWhatIsMarketing)

Chambers Lecture: Piper Kerman

**6:00 pm in Gasson Hall Room 100**

*Doors open at 5:30PM, seating is based on a first-come, first-serve basis*

Join the Winston Center for Leadership and Ethics for a lecture by Piper Kerman, author of the bestselling memoir *Orange is the New Black: My Year in a Women’s Prison*
chronicles her “crucible experience”—the 13 months she spent in the Federal Correctional Institution in Danbury, Connecticut after a brief involvement with drug trafficking sent her to prison on money laundering charges. In her compelling, moving, and deeply funny book, Kerman explores the experience of incarceration and the lives of the women she met in prison: their friendships and families, mental illnesses and substance abuse issues, cliques and codes of behavior. Learn more about Piper Kerman here!

**Startup & Entrepreneurship Fair**

*4:30 - 7:00 pm in the Heights Room*

This event brings together the most entrepreneurial and innovative students at Boston College. All students, no matter what major or college, who are seeking internships and/or full-time positions at startup companies are welcome. The Startup Fair is the go-to event for motivated individuals who are looking to earn more than just a salary and become a part of a growing enterprise where they can make a significant contribution. We hope to expose students to the wide array of potential career opportunities that exist in various emerging industries. No dress code, relaxed atmosphere, and more opportunities for organic conversation. Register here

**Dean’s Coffee**

*1:00-3:00 pm in Fulton Honors Library*

Four employers, four new career workshops, and chocolate covered strawberries!

Little time, big impact: 8-minute mini-lessons.

This week, we are offering four more 8-minute workshops:

- Search for Internships from Abroad
- Effective Networking
- Using EagleLink
- Mastering the Behavioral Interview

These will be offered every 15 minutes. See the schedule here.

Four guest employers:

- Walmart ECommerce
- PwC
- IBM
- CJ Affiliate

Back by popular demand: Get a resume critique from one of our senior Peer Advisors.
You can drop by that day or sign up here to make sure you get a spot!
Lunch with an Entrepreneur featuring Doug Shaw

12:00 - 1:00 pm in Cushing 208

Join us for lunch with Doug Shaw, prior CEO & President of Monotype and current professor at Boston College. After hearing about Doug’s experiences in business and entrepreneurship, you will have the opportunity to network with Doug and fellow students.

Doug Shaw is currently a professor at Boston College, teaching an Entrepreneurial Management course for the Entrepreneurship Co-Concentration in the Carroll School of Management. Prior to this, he was the President and CEO of Monotype, which is a leading global provider of typefaces, technology and expertise that enable the best user experience and ensure brand integrity. Doug worked for Monotype for over 30 years before retiring in 2016. He watched the company grow from a group of 12 people focused on the printer OEM market into a diversified business of more than 450 employees worldwide. Doug graduated from Boston College in 1977 and received his MBA from Babson College in 1978.

Lunch is provided by the Shea Center for Entrepreneurship. Please register here to reserve a spot.

MONDAY, FEBRUARY 25

Sports Business Society Networking Night

6:00 - 8:00 pm

The Sports Business Society is hosting our fourth annual Networking Night February 25th from 6-8pm. We will be hosting representatives from the Big 4 Boston sports teams as well as New Balance, Fenway Sports Management, and more! Click on this link to register https://orgsync.com/71524/events/2465746/occurrences/6376343

Winston Collaboration with the Rappaport Center with Dannel P. Malloy ’77, Law’80, P’15

Governor of Connecticut (2011-2019)

6:00 pm in Devlin Hall Room 101

"A Governor's Trained Eye in Guiding Public Policy"

Details:
https://www.bc.edu/content/bc-web/schools/carroll-school/sites/winston-center/events/collaborations.html

TUESDAY, FEBRUARY 26
Lunch with a Leader: Dannel P. Malloy '77, Law'80, P'15
Governor of Connecticut (2011-2019)

12:00 pm in Fulton Honors Library
Registration is required.
Details here:
https://www.bc.edu/content/bc-web/schools/carroll-school/sites/winston-center/student-programs/lunch-with-a-leader.html

The EY Peer Advisors have drop-in hours for academic and career advising!
These 16 CSOM seniors are here to help! Stop by their desk in the front of Fulton 315. See their drop-in hour schedule here:

<table>
<thead>
<tr>
<th>EY Peer Advisor Drop-in Hours: SPRING 2019</th>
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<tbody>
<tr>
<td>Drop-ins are held in Fulton 315</td>
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<tr>
<td>Monday 9:30am-10:30am</td>
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<td>Ben</td>
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<td>11:30am-12:30pm</td>
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<tr>
<td>Matt</td>
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<td>Allie</td>
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<td>Tuesday 12:00pm-1:00pm</td>
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<td>Simar</td>
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<td>3:00pm-4:00pm</td>
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<td>Andrea</td>
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<td>Wednesday 10:00am-11:00am</td>
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<td>Katie</td>
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<td>Stephen</td>
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<td>Marissa</td>
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EY Service Line Event
EY will be hosting a Service Line Spotlight next Wednesday, February 20th from 6:00 pm – 8:00 pm in the Murray Function Room. This event will be a great opportunity to learn the differences between the service lines at EY in a fun and interactive way. Dinner will be served!
Sign-Up Link: http://tinyurl.com/y8mdbquj

KPMG on Campus!
**KPMG Advice & A Slice**
Date: Wednesday, February 20th
Time: 12:00-2:00pm
Location: Fulton Atrium
Description: Come learn about the many opportunities with KPMG and connect with a Campus Recruiter on mapping out your potential track with the firm. This event is highly recommended for freshman and sophomores!
Registration: Click [here](#) to register

**KPMG Get to Know Tax Dinner**
Date: Wednesday, February 20th
Time: 6:30-8:30pm
Location: Serafina Restaurant
Description: Enjoy good food and conversation with our lead BC Tax Partner in Business Tax Services and learn about the many opportunities within our tax practice!
Registration: Space is limited, please register [here](#)!

**Diversity/Leadership and Pre Internship Programs.**
This document is a list of many of the Diversity/Pre-Internship Programs out there. Some of the bank programs for sophomores had deadlines that have already passed this semester or even last semester, but this will give you an idea so you can plan accordingly. This is only accessible from your BC email.

**RAP Fun Fact**
The majority of CSOM students find their jobs in Boston (45%) or New York City (37%). Boston employers with the most CSOM grads are the Big 4 Accounting Firms, Oracle, Wayfair, and Fidelity. New York employers with the most CSOM grads are the Big 4 Accounting Firms, Citi, JP Morgan, and UBS. Having an understanding of what companies hire BC students in a given region is a helpful way to target which companies to apply to. All of this information and more can be found on the Recruiting & Analytics Platform.

**SING IT TO THE HEIGHTS!**
Come one, come all, and watch as ten talented BC singers compete in this year’s 15th Annual Sing it to the Heights! YOU will choose the winner of the show at the end of the night when we turn to the audience to cast their votes. **Tickets are $12 and will go on sale Monday, February 18th at 8:00am.** Tickets can be purchased in person at the Robsham Box Office or online. All proceeds from this event go to the Saint Columbkille Partnership School to fund their music program. With donations from this event St. Columbkille has been able to: upgrade their facilities, offer larger classes, and secure new instruments for their students. Tickets go fast so make sure to get yours soon!
This event will take place on **Thursday, February 28th @ 7pm** in Robsham Theatre.

**BC GET is hiring!**

Do you want to work at Facebook, Oracle, Amazon or somewhere similar after graduation? This year’s BC GET seniors have signed full time offers at these firms after gaining hands on experience running a business on campus. Our team prides ourselves on being the best practical tech business experience at Boston College! We have positions open from CEO, where you’ll build skills in team management, strategic thinking, and goal oriented execution, through web/iOS developer, where you’ll build full stack skills, to so much more. Apply today here <bcgettteam.com>! For any questions, contact current CEO JB <bruggemj@bc.edu>.

**Summer Internship Abroad: diiVe**

diiVe is looking for students studying business who want to build their professional experience, by working abroad for an exciting start-up this summer in Cape Town, South Africa. diiVe teaches students block chain and data science skills, which are necessary for the ever-evolving world of business. Check out diiVe www.godiive.com for more information about this opportunity to gain new skills, work in a start-up setting, and focus on social impact! The director of diiVe, Elspeth Boynton, is coming to campus February 15-22 and would love the opportunity to speak to students in CSOM about the opportunity. If you have any questions, please contact Kelsey Lally at lallyke@bc.edu.

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**Congratulations to the winners of the 7th annual Klein Ethics Case Competition!**

On Friday, February 8th, six teams competed in the final round of the Klein Ethics Case Competition. The teams were asked to read articles on Foxconn’s plans to build a plant in Wisconsin and analyze the financial and ethical implications of the case. Each team delivered a 20 minute presentation to a panel of judges made up of Portico faculty. Congratulations to the first place team, Jenna Steichen and Grace Kilroy (CSOM ’21) and second place team, Joe Landry and Kevin Callanan (CSOM ’21.) Jenna and Grace won $1000 and will be representing BC at a national case competition.

**Activate Your Free WSJ Membership!**
Redeem your WSJ membership compliments of the Boston College Libraries. Make an impact with the award-winning coverage and insight you need from The Wall Street Journal. Activate your school-sponsored membership to get unlimited access to WSJ.com, mobile and tablet apps, curated newsletters and more. All you have to do is visit wsj.com/activatebc.

Want to stay on top of the latest events within the Carroll School?

Facebook: Like us! "This Week in the Carroll School."
Twitter: Follow us! @Fulton315

IF YOU HAVE NEWS OR UPCOMING EVENTS PLEASE CONTACT CSOMWEEK@BC.EDU BY FRIDAY AT NOON.