Announcements

Welcome back! We’d like to especially welcome our new spring 2013 Asheville cohort of 14 students!

New MBA course for summer:
MBA 695 (MBA Seminar):
International Business & Market Research. Summer 2013. Dr. Ed Wright. The NC Small Business Technology and Development Center has identified a state-wide need in that mid-sized and large regional businesses are running well below national averages in exporting products internationally. This hybrid course – part classroom, part internship, and part team-based, independent study – will teach students how to identify high potential foreign markets for domestic products with a hands-on project for a regional client company. Students will hone their market research and strategic planning skills through the analyses of environmental trends, industry competitiveness, client assessment, competitor benchmarking, and market analysis. The course culminates with the preparation and presentation of a professional quality market research report to the client company with identified target markets and appropriate recommendations by the student team. This course provides the student the opportunity to acquire professional skills in an identified business need area, provides networking opportunities with regional industry, and presents a value-added, noteworthy accomplishment on a student’s credentials. This is intended to be a supplemental MBA experience course, but this course may be used as a substitution for an MBA core course with the MBA director’s prior approval. Email kumcintyre@wcu.edu for details.

GBSA Activities

GBSA semester kick-off planning meeting! Next Wednesday, January 23 from 5-6pm in Biltmore Park 338. Anyone interested in GBSA should plan to attend. If you’d like to get involved or suggest events, email Corinne Wullimann, at cmwullimann1@catamount.wcu.edu.

Calendar of Events

Monday, January 21 – Dr. Martin Luther King, Jr. Day – No classes

Wednesday, January 23 – GBSA Meeting. 5-6pm. BP 338.

Tuesday, February 26 – Advising Day – No classes
International Covered Dish dinner. Details TBD. Accountancy Meet the Firms Night. Details coming soon.
Opportunities

**INTERNSHIP! PAID Marketing Internship at Diamond Brand.**

An outdoor gear company based in Fletcher, NC, is looking to hire an MBA student for the Marketing Intern position for spring semester. The internship is at the corporate office located in the Fletcher Business Park off Mills Gap Road. The intern will report to the Marketing Manager.

*Hours:* 15-25 hours per week. We understand our interns first priority is their school work, so we try to be very flexible as far as setting the days and times of the internship. The internship does require an event planning aspect, and some events fall on the weekend, so there will be some weekends the intern will need to work. *Pay:* $8/hour

*Length of time:* The internship will start beginning of January and run through May. If the intern is able to, we can potentially extend the internship through the summer or even fall as well depending on performance.

*Qualifications and Skills:* Current MBA student; Must have ability to pay attention to detail, meet deadlines, take ownership of work and be resourceful; Excellent analytical skills; Proficient in MS Office applications (Word, Excel, Power Point); Experience with Photo Shop and/or InDesign is a plus; Experience planning events is a plus

*Tasks:* Updating web content and social media; Creating and sending e-mail blasts; Creating social media campaigns; Assisting with event planning and execution; Analysis projects; Administrative marketing; Market research. *If interns identify an area of marketing they're interested in, we will give the intern projects in that area* How to apply: To apply, or for more information, please contact Sarah Merrell, Marketing Manager, at smerrell@diamondbrand.com. Please send a cover letter and resume. The resume must include current GPA for both undergrad and the MBA program.

**RESEARCH/JOB! Graduate Student Research and Creative Projects Stipend.** Twenty graduate students may be selected for this award of $1,000 for approximately 50 hours of work in the Spring 2013 semester. *Students must be supported/mentored by a graduate faculty member and project must be related to the program of study.* Direct links to more information and the application can be found at the Graduate School webpage [http://www.wcu.edu/43.asp](http://www.wcu.edu/43.asp).

NOTE: Dr. Ha is on this selection committee and expects to see the MBA program well-represented in the applications! We highly encourage you to apply. Deadline is January 21, 2013, but you’ll need to start working on securing a faculty mentor and your project as soon as possible.

**Connect Online!**

**Facebook:** Western Carolina University MBA Program [http://www.facebook.com/home.php?#!/pages/Western-Carolina-University-MBA-Program/110713338999770](http://www.facebook.com/home.php?#!/pages/Western-Carolina-University-MBA-Program/110713338999770)

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