

Students Network in the Morning

The best and the brightest attended the Marketing Honors Networking Breakfast last fall, where students with a GPA of 3.0 and higher were matched with top Orange County employers. Twenty-five corporate partners made short presentations to students about internships, student projects and employment opportunities. One-on-one meetings between employers and students followed the presentations.

More than 70 percent of students who attended past breakfasts have secured either full- or part-time jobs or internships with one of the participating corporate partners. “Employers are extremely satisfied and always comment on the professionalism of the students,” says Neil Granitz, program co-director and marketing professor. “Students find the event both valuable and enjoyable; it creates practical connections to real businesses and gets students onto their career paths. As soon as the semester starts, students want to know when the

next breakfast will take place.” Since its inception, the Marketing Honors Networking Program has also raised more than \$11,000 in annual scholarships.



A student discusses her résumé with Rufus Richardson '98 (Marketing), national account executive, Black & Decker.

Long-time partners and donors at the Corporate Director level include Anaheim Orange County Visitor & Convention Bureau, Enterprise Rent-A-Car, Kent H. Landsberg, Co., Macy's West, Orange Label Art + Advertising and Target. Corporate Partners include Automobile Club of Southern California, Disney College and CareerStart Programs, Gexpro (GE Supply), Nestlé, Wells Fargo Financial, ADP and Walgreens.

Along with Granitz, current co-directors of the program are marketing faculty members Katrin Harich and Matthew Lancellotti. ■

For information about participating as a Corporate Director or Partner, contact Katrin Harich at 714-278-4674 or kharich@fullerton.edu.

Establish a Network:

MIHAYLO COLLEGE GRADUATE STUDENTS MAKE CONNECTIONS AT INAUGURAL SOCIAL MIXER

“Aside from the fact that an MBA is an absolutely excellent interdisciplinary degree, the value of an MBA over a graduate’s lifetime is determined by networking.”

– Mark Hoven Stohs, associate dean

Because it was so successful, the inaugural Graduate Social Mixer for students, faculty and staff, held last October, will become a regular opportunity for graduate business students to mix and mingle with their colleagues.

“Aside from the fact that an MBA is an absolutely excellent interdisciplinary degree, the value of an MBA over a graduate’s lifetime is determined by networking,” says Mark Hoven Stohs, associate dean of the Mihaylo College of Business and Economics. The mixer allows students to get to know faculty outside the classroom and strengthen connections. “Faculty members are essential in this process because of their key corporate and industry contacts and their ties to the alumni network,” Stohs adds.