

Advertising Class Promotes the Brand New Nissan cube®

While Detroit automakers are struggling to stay afloat, Nissan has paid more than \$100,000 to enlist the help of 10 Universities throughout the U.S. to launch the cube to the college student market. Each University class will receive \$2,500 from the company to develop and implement an integrated marketing communications campaign on their campus and measure its results.

JHU undergraduate students in CLE's Advertising & Promotion course (660.450) have formed the agency "Charm City Communications," and on Saturday April 4th will host the "cube Playground". Co-sponsored by the Hopkins Organization for Programming (HOP), this event will take place in conjunction with the nationally ranked JHU men's lacrosse team's game against the University of Albany. And in fact, Albany also happens to be one of the 10 schools



Students from Professor Kendrick's Advertising class pose in front of a production model of the cube at the D.C. auto show.

competing against JHU in this class competition. This event will be held on the grass circle outside Homewood Field and will run from 11 a.m. until the end of the game and will feature delicious barbeque fare, a moon bounce and the cube car! Stop by to get your free giveaways and enter the drawing for prizes worth \$100!

Prior to the main event, Charm City Communications will host preliminary events featuring the cube car and free food on Wed. April 1 and Thursday April 2 from 11 a.m.-2 p.m. in Levering Courtyard.

Each of the 10 schools across the country participating in the Nissan cube Collegiate Challenge are competing against one another for the opportunity to present their ideas to Nissan executives at the semester's conclusion. This competition is sponsored by EdVenture Partners, the firm that develops innovative industry-education partnership programs which provide "real world" experience for students.

It's time to "get in and play" at www.getinandplay.com. Learn more about the **cube** see what cubeman's up to and register to win exclusive web-site visitor prizes TODAY!

4/1 & 4/2 :
FREE POPCORN
+ RAFFLE TICKETS
at
LEVERING COURTYARD

4/4 : BBQ with the
BLUE JAYS and **CUBEMAN** at
JHU VS. ALBANY
co-hosted by **HOP**.
Raffles Giveaways
Moonbounce Free Food

<http://web.jhu.edu/leadership>

Summer and Fall Internship Deadlines

Summer 2009 Internship Application Deadlines:

April 13th -- Students seeking assistance from CLE

June 1st -- Students who found internships on their own

Fall 2009 Internship Application Deadlines:

April 13th -- Students seeking assistance from CLE

Sept. 7th -- Students who found internships on their own

Reminder: The application process must be completed, even if you found an internship on your own; sponsorship is not guaranteed.

Visit <http://web.jhu.edu/leadership> for details and an application.

New Staff Member

The CLE extends a warm welcome to our newest staff member, Sr. Academic Program Coordinator, Stacy Hernandez! Stacy started in the Center for Leadership Education in February 2009. She supports the office in a variety of administrative functions. Additionally, she advises Hopkins Student Enterprises, a collection of on-campus student-run businesses, as well as assisting with the Marshal L. Salant Student Investment Team and the annual Business Plan Competition. Her own entrepreneurial background is what sparked her interest in working at the CLE.



Prior to CLE, Stacy spent many years working in the Office of Undergraduate Admissions at Hopkins reading applications, advising student groups, and recruiting students. She received her B.S. in History and M.S. in College Student Development and Counseling at Northeastern University in Boston. She and her husband moved to Baltimore in 2001 and fell in love with Baltimore City. In addition to working at Hopkins, Stacy has a full life with her two young girls. Also, she owns a wellness center in Baltimore City where she teaches yoga.

So, be sure to stop by the office and Stacy will be happy to teach you a few impromptu yoga poses!

New Course Assistants

Please join me in welcoming ten new course assistants who came onboard beginning in the spring semester. We are thrilled to have them join our CA team!

Introducing:

- Leyla Isik
- Hilary Kinka
- Sumin Lee
- Max Levine
- Christina Long
- Tanmay Manohar
- Nicole Martin
- Marina Pedisich
- David Rokeach
- Lana Tong

AMA Student Chapter

Cassie Wilcox and Emily LiMandri have started the first American Marketing Association undergraduate student chapter on the JHU campus!

Leslie Kendrick, our full-time lecturer who teaches marketing, will be the faculty advisor for this student-run organization.

Here are just a few of the benefits student members will receive:

- a 1-year subscription to *Marketing News*, the official AMA publication
- the ability to compete against other colleges in national case and other competitions (showcased at the annual conference)
- special student discount rates for the Baltimore AMA Chapter dinner meetings
- access to the AMA national job/internship bank
- the ability to network with marketers of all functional areas who speak to our organization
- opportunity to join any of the following committees: Membership, Programming, or Communications

The annual student membership fee is \$42. For an AMA application form, or more information, please email Cassie Wilcox at: cwilcox6@jhu.edu.



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The Johns Hopkins University Business Plan Competition

All are welcome to attend the 10th Annual University-Wide JHU Business Plan Competition. Finals will be held on:

Friday, April 3rd 2009 from 3:00-4:30pm at the Charles Commons, JHU Homewood Campus

Watch as undergraduate and graduate teams representing the Whiting School of Engineering, Kreiger School of Arts and Sciences, Carey Business School, School of Medicine, and SAIS, compete for the top prize of \$5,000 for these two categories:

- General Business
- Biotechnology/Medical Devices and Technology

Sponsored By:



Registration Reminders

Fall 2009 Registration will be in class order, starting at 7:00 a.m. during the schedule listed below:

Register for Fall 2009 through Sunday, May 3rd without a late registration fee!

Rising Seniors: Monday, April 13

Rising Juniors: Wednesday, April 15

Rising Sophomores: Friday, April 17

Please note the following online access dates:

Online Registration: April 13 - May 3

Online Schedule Adjustments: May 4 -- September 18

Our courses always fill-up fast, so register early!!

Baltimore AMA Marketing Job Search Workshop

Freshmen through seniors interested in careers in marketing/P.R./communications/advertising & sports marketing should attend this annual networking event sponsored by the Baltimore Chapter of the American Marketing Association. You do not have to be a member of the JHU AMA chapter to attend; it is open to all undergraduates.

This is NOT a job fair; it is an opportunity to meet and learn from 20 marketing executives from major Baltimore firms—executives that you would normally not have access to—in a personal setting, through panel and small group discussions.

Firms tentatively scheduled to participate include: Procter & Gamble, T. Rowe Price, Black & Decker, Under Armour, Baseball Factory, WB&A, Imre Communications, Astra Zeneca and more! Executives will represent all functional areas of marketing—research, communications, marketing management, sales, P.R. and advertising.

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

"I attended the AMA workshop during my freshman year. I was the one of the youngest students there, but this made a strong impression on company executives. The contacts I made helped me kick start my marketing career. It is never too early to start networking!"
--Dory G., International Studies major, JHU

You must pre-register in order to reserve your space at this event. The event cost is \$25 which helps the AMA defray costs. Gain an edge over your peers...register TODAY!

Email Prof. Leslie Kendrick for a registration form: kendrick@jhu.edu.

EVENT DATE: Sunday April 26, 1-5 p.m.

LOCATION: Loyola College Graduate Center, Columbia, MD

DEADLINE: April 22 (for receipt of registration)

<http://web.jhu.edu/leadership>

CENTER for LEADERSHIP EDUCATION

W. P. Carey Program in Entrepreneurship & Management • Professional Communication Program

March 2009
Newsletter

<http://web.jhu.edu/leadership>



Fall 2009 E&M Course Schedule - Just Announced



#	section	Title	Day/Time	Professor
660.105	Lecture	Intro to Business	MWF 12-12:50	Aronhime
660.105	Sec. 1	Intro to Business	Th 1:30-2:20	Aronhime
660.105	Sec. 2	Intro to Business	Th 1:30-2:20	Aronhime
660.105	Sec. 3	Intro to Business	Th 3-3:50	Aronhime
660.105	Sec. 4	Intro to Business	Th 3-3:50	Aronhime
660.105	Sec. 5	Intro to Business	Th 5-5:50	Aronhime
660.203	Sec. 1	Financial Accounting	TTh 10:30-11:45	Leps
660.203	Sec. 2	Financial Accounting	M 6:15-9	Powell
660.203	Sec. 3	Financial Accounting	T 6:15-9	Powell
660.205	Sec. 1	Business Law I	M 6:15-9	Fisher
660.205	Sec. 2	Business Law I	T 6:15-9	Franceschini
660.205	Sec. 3	Business Law I	W 6:15-9	Sandhaus
660.205	Sec. 4	Business Law I	M 6:15-9	Jones
660.206	Sec. 1	Business Law II	T 6:15-9	Fisher
660.220	Sec. 1	Principles of Management		TBD
660.231	Sec. 1	Case Studies in Bus. Ethics	T 6:15-9	Sandhaus
660.231	Sec. 2	Case Studies in Bus. Ethics		Smylie
660.235		Leading Change	TTh 1:30-2:45	Rice
660.250	Sec. 1	Principles of Marketing	MW 12-1:15	Kendrick
660.250	Sec. 2	Principles of Marketing	TTh 12-1:15	Kendrick
660.250	Sec. 3	Principles of Marketing		TBD
660.300		Managerial Finance	MWF 10-10:50	Aronhime
660.304		Financial Statement Analysis	TTh 12-1:15	Leps
660.305		Intellectual Property Law	M 6:15-9	Peros
660.306		Law & the Internet	W 6:15-9	Franceschini
660.332		Leadership Theory	MWF 12-12:50	Smedick
660.335		Neg. & Conflict Mgmt	M 3-5:45	Rice
660.341		Business Process & Quality Management	Th 1:30-4:15	Reiter
660.358		International Marketing	TTh 1:30-2:45	Kendrick
660.460		Entrepreneurship	TTh 10:30-11:45	Aronhime
660.461		Engineering Business and Management	W 5-7:45	Rothman

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Center for Leadership Education
104 Whitehead Hall

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Fall 2009 PCP Course Schedule - Just Announced



#	Section	Title	Day/Time	Professor
661.110	Sec. 1	Technical Communication	TTh 10:30-11:45	Reiser
661.110	Sec. 2	Technical Communication	MW 1:30-2:45	Manus
661.110	Sec. 3	Technical Communication	MW 3-4:15	Manus
661.110	Sec. 4	Technical Communication	W 1:30-4:15	Porosky
661.110	Sec. 5	Technical Communication	W 5-7:45	Porosky
661.110	Sec. 6	Technical Communication	M 6:15-9	Vohr
661.110	Sec. 7	Technical Communication		TBD
661.150	Sec. 1	Oral Presentations	M 3-5:45	Dungey
661.150	Sec. 2	Oral Presentations	M 6:15-9	Dungey
661.150	Sec. 3	Oral Presentations	Th 1:30-4:15	Kulanko
661.150	Sec. 4	Oral Presentations	Th 5-7:45	Kulanko
661.150	Sec. 5	Oral Presentations	T 6:15-9	Heiserman
661.390		Adv. Communication Workshop - Jay St.	M 1:30-4:15	Sheff
661.610		Research Writing	T 6:15-9	Reiser



Advanced Professional Communication Workshop: Creating Jay Street: *The Johns Hopkins Journal of Entrepreneurship & Technology*

If you are interested in working directly with entrepreneurs and writing about business and technology, join us for JayStreet 2009, more formally known as EN 661.390.

This interactive course, open to students from all academic disciplines, produces JayStreet, a publication modeled on the Harvard Business Review, focusing on businesses with a Johns Hopkins connection. The 2009 edition will highlight entrepreneurial ventures and technologies developed by JHU faculty. Serving as both writers and editorial board members, students will choose a theme for the publication, develop cases, articles and interviews and design the publication in print and online.

Check out JayStreet 2008 at www.jaystreet.org.

Offered fall 2009, M 1:30-4:15

New E&M Course

660.235 Leading Change

Developed and taught by Dr. Eric Rice, students in this course will use a combination of presentation, discussion, experiential learning, research and self-reflection to investigate issues surrounding leadership and change in communities and the economy.

While considering both for-profit and non-profit entities, they will pursue topics including understanding and using theories of change; finding competitive advantage and creating strategic plans; making decisions, even in uncertain times; valuing differences; employing leadership styles; giving and receiving feedback; understanding employee relations; creating performance measures; developing organizational cultures; and using the dynamics of influence.

This course will count toward the Leadership and Organizational Behavior area of the E&M minor.

Offered fall 2009, TTh 1:30-2:45