

Advertising Class Promoting Navy Medical Scholarship Program

This semester, students in Professor Leslie Kendrick's Advertising & Promotion class (660.450) have been working in collaboration with EdVenture Partners to research, develop and implement an integrated marketing communications campaign for the U.S. Navy Medical Program on the Hopkins campus. Using the agency name HopComm, and a \$2,500 budget, students hope to meet the objective of informing pre-medical students about the Navy's Medical Program while dispelling any misconceptions.



Students Stephanie Carr, Dory Giannos and Allie Schnidman promote the program at the freshman pre-med meeting.

The students are divided into Departments such as Research, Advertising/Multimedia, P.R. and Events. The primary goal for the class has been to formulate a campaign that communicates the financial benefits of 100% medical school tuition, a monthly stipend and a \$20,000 sign on bonus, while attending the medical school of their choice.

All pre-medical *students—freshmen through seniors—are invited to attend the “main speaker event” at 6 p.m. on April 16th in Remsen 101, featuring a physician who is currently working in the Navy Medical Program, a Navy Lieutenant Recruiter and a drawing for great prizes!*

After the campaign comes to a close, the members of HopComm will conduct survey research to measure campaign effectiveness. Kendrick's class is competing with six other universities also implementing Navy Medical Program marketing campaigns on their campuses. The top university, as judged by Campbell-Ewald, the Navy's Detroit-based advertising agency, will travel to the Pentagon to present their campaign results!

For more information, check out the student-designed web site: itsmorethanauniform.com.

Upcoming Course Registration Dates

Summer 2008

Online Registration begins Monday, April 7th –
No advisor holds!

- *Term I deadline* - Friday, May 16th
- *Term II deadline* - Friday, June 20th

Fall 2008

Registration begins Mon., April 14th - Fri., April 25th

Visit the Registrar's website for details
<http://www.jhu.edu/~registr/>

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

CENTER for LEADERSHIP EDUCATION

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

April 2008
Newsletter

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

CLE Award Winners

Each year, CLE recognizes the outstanding effort and performance of a faculty member in both our E&M and PCP programs, and a course assistant (this year, we have two CA award winners!). The Teaching Excellence and Excellent Course Assistant awards will be presented at the annual WSE Convocation, held on May 5 at 3:00pm, in Hodson 110. All are welcomed to attend the ceremony and reception!



PROFESSIONAL COMMUNICATION AWARD

Eric Rice has been teaching for the Center for Leadership Education for two years. He holds a Ph.D. in the Sociology of Education and a M.Ed. from the University of North Carolina. Eric teaches Technical Communication and Business Communication as well as the very popular Negotiation and Conflict Management course. Eric has also consulted for over 20 years for government agencies and private corporations.



W. P. CAREY AWARD

Doug Sandhaus began teaching for the W. P. Carey Program in spring 2002. He holds a J. D. from the University of Baltimore and a M.A. in Communication from the University of Maryland. He has taught Business Law, Law and the Internet, and Business Communication to hundreds of students here at Hopkins as well as counseled many students about careers in the law.



COURSE ASSISTANT AWARDS

Jai Madhok is a Biomedical Engineering major with a minor in both Entrepreneurship & Management and Mathematics. He has been a CA for Introduction to Business for three semesters. This summer he will be interning at Morgan Stanley in New York as a Global Capital Markets Summer Analyst. Next year, Jai will continue as a CA and begin his studies in the BME Master's program at Johns Hopkins.

Dan Merzel is a junior Applied Mathematics and Statistics major with a minor in Entrepreneurship & Management. He has worked as a CA for Introduction to Business for two semesters, and will be continuing his position in the fall. Dan is member of the Johns Hopkins Varsity Baseball team and is a Resident Advisor in Charles Commons. He will be working as an Actuarial Intern this summer at PricewaterhouseCoopers in Boston, Massachusetts.

Summer Course Schedules



Term I	660.203	Financial Accounting	MWTh 12:45-3:15pm	Aronhime
Term I	660.205	Business Law I	MTTh 6:00-8:30pm	Sandhaus
Term I	660.220	Principles of Management	MWTh 9:00-11:30am	Aronhime
Term I	660.231	Case Studies in Bus. Ethics	MTTh 6:00-8:30pm	Goldenberg
Term I	661.110	Technical Communication	MTTh 3:00-4:45pm	Reiser

Term II	660.105	Introduction to Business	MTWTh 9:00-11:30am	Aronhime
Term II	660.203	Financial Accounting	MWTh 12:45-3:15pm	Aronhime
Term II	660.205	Business Law I	MTTh 6:00-8:30pm	Fisher
Term II	660.250	Principles of Marketing	MWTh 12:45-3:15pm	Wills
Term II	661.150	Oral Presentations	MTTh 3:00-5:45pm	Kulanko

THE JOHNS HOPKINS UNIVERSITY BUSINESS PLAN COMPETITION

[WWW.JHUCOMPETITION.ORG]

The ninth annual JHU Business Plan Competition will be held on Friday, April 11, at 3:00pm, followed by a reception. All are welcomed to attend!

The six finalist teams in the General Business category will present and be judged in Hodson 213. The six finalist teams in the Life Science category will present and be judged in Hodson 311.

The reception will be held in the third floor lobby of Hodson Hall. We hope to see you there!

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

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HOPKINS STUDENT ENTERPRISES HAS ARRIVED HSE UPDATES: Spring 2008



What we've been up to:

Yea, yea, we know we've already started two successful student run businesses. But we're still not satisfied. That's why we started the New Ventures Group, a group of students who are paid to come up with new business ideas and research their potential success. They've been busy, coming up with three exciting new business plans that will be unveiled in the fall of 2008. Look for upcoming high-paying employment opportunities and cool new student services that'll leave you drooling in excitement...

Seems cool right? Well now you can do it too. E-mail us your resume and cover letter stating why you are so awesome and you'll be on the path to entrepreneurship enlightenment.



HOPKINS STUDENT STORAGE is back, this time even better than before.

Need to store your stuff for the summer? Well now you can do it without even leaving your chair (we know it's comfy, ours is too).

We are happy to now introduce our new online scheduling system, allowing you to schedule your pick up appointments to fit your schedule. Visit our new and improved website at www.hopkinsstorage.com for more information on our services and ordering information.

Ever wanted to run a storage company? Well now you can. We are currently looking for an Assistant Manager for Hopkins Student Storage. The role of the Asst. Manager is to assist the Manager in all things HSS related, such as managing the financials and logistics, hiring new employees, and developing marketing strategies. The Assistant Manager will likely be offered to role of Manager the following year. If you think you can handle this, and are interested in high pay (\$12/hr) and advancement opportunities, let us know. Send your resume and cover letter stating why you are the perfect fit for the job to hse@jhu.edu, and we'll get back to you.

HSE is currently accepting Business Plans:

Ever wanted to start your own business on campus? Well here's your chance to do it and have Hopkins foot the bill. Hopkins Student Enterprises is up and running and doling out pay checks along the way. Here's how it works:

1. Think of an idea
 - Preferably one that's pretty good.
2. Let us know about it
 - Submit your idea to HSE. Business Idea submission forms are available on our website.
3. Work with us
 - If your idea tickles us, we'll give you a call. We'll help you refine it and polish it up before it goes through a lengthy review by the University.
4. Wait
 - Hopkins meet bureaucracy, bureaucracy meet Hopkins. It takes a while, but if your idea gets approved, it's completely worth it.
5. Get Hired
 - If we love your idea and the University gives us the green light, then you're in!
6. Get to work!
 - As soon as you're hired we'll give you a budget (depending on what you projected in your business plan) to start building your business.
7. Get paid
 - You'll be paid an excellent wage for all the time you put into growing your business. You even get to share in the profits, **ka-ching!** The more money your business makes, the more money you can potentially make!
8. Be successful
 - Whether you want to go to Wall Street, or to business school, or even to medical school, being an entrepreneur through HSE will give you a competitive edge.

Check out our website for successful businesses that have already been started. Even better, contact us directly, at hse@jhu.edu or visit us online at www.hopkinsstudententerprises.org

Sameer Bhalla
President

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