A Month of Thanks: Marketing EDGE Delivers on Dreams and Diversity

This month is no exception to our commitment to students, academics and the marketing business community. More than 250 students dreaming of a marketing career came together on 11/1 at our annual NYC Student Career Forum for networking, executive keynotes and a career panel of young professionals from leading companies. Building on our major commitment to support first-generation students, the event was followed by our 2nd annual First 2 First program, which featured a motivational keynote, “speed mentoring,” and small-group mentoring sessions. To learn more about these and other activities, see below...

Marketing Dreams Become Reality at Student Career Forum

“First 2 First” Program: Inspiring the First Generation in College
“Attending the Student Career Forum reminded me of why I chose marketing during my freshman year; this event refueled my zeal and desire for the world of marketing. The best part is that I met a woman with my dream job, and I am now connected with her via email and LinkedIn. The Forum is truly an experience that I believe all marketing students should attend.”  

– Briyanna Hutchinson,  
Mercy College, 2020

“Marketing EDGE is the premier organization that brings together academics, practitioners and students in the space of data-driven marketing. Programs such as the Professors Institute have been essential to helping faculty members like myself adjust marketing course curriculum and bring the latest trends and examples of what is happening in industry into the classroom. ”  

– Lerzan Aksoy, Associate Dean of Undergraduate Studies & Professor of Marketing, Fordham University Gabelli School of Business

“The First 2 First” program was a transformative experience. My peers and I were given the opportunity to connect with insightful mentors made up of first-generation industry professionals in marketing. Through speaking with the diverse group of mentors, I discovered the abundance of opportunities within marketing. I will surely use the knowledge that I have learned from the First 2 First program.”  

– Gerald De La Cruz,  
Fordham University, 2022

Our Connections with Professors Bring Marketing Theory to Life on Campus

Our Diversity Initiative Serves an Inclusive Marketing Workplace

Companies are pursuing diverse talent. As they seek to become more inclusive, they look to Marketing EDGE for support... and solutions, specifically through our Corporate Leadership Program. We continue to make significant strides to support diversity, including the introduction of our First-Gen Initiative in 2016. Since then, more than 39% of students in our programs are diverse – 30% of whom are First-Gen. By partnering with businesses, we help prepare a new generation to launch their marketing careers!
Thank You to DMCNY & the Industry
For Supporting Marketing Education!

1. Silver Apples Honorees, including current and past EDGE Board members (beginning 2nd from left) Gretchen Littlefield, Joe Pych, and Terri L. Bartlett; 2. Honorees plus DMCNY Leadership; 3. The Marketing EDGE Team; 4. The Marketing EDGE Team plus DMCNY Chair, Ginger Conlon (center).

Calendar of Events

- **Student Career Forums:**
  - February 14, 2020 – Dallas, TX
  - April 14, 2020 – Chicago, IL
- March 27-28, 2020 – London, UK – Interactive Marketing Research Conference
- June 1, 2020 – New York City – EDGE Awards
- **Ongoing Reminder** – When you buy through Amazon at Shop AmazonSmile you support Marketing EDGE!

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