# Spring 2021 Activity for MSMK Program

## Class Schedule

**MM1 Classes** begin 1/04 and end on 2/27
- **Monday (5:30pm – 9:45pm)**
  - MK8010 – Marketing Metrics
    - Location: Online • Dr. Rigdon
  - **Wednesday (5:30pm – 9:45pm)**
    - MK8700 – Digital/Social Media Marketing
      - Location: Online • Dr. Shah

**MM2 Classes** begin 3/01 and end on 4/29
- **Monday (5:30pm – 9:45pm)**
  - MK8620 – Product Management
    - Location: Online • Dr. White
  - **Wednesday (5:30pm – 9:45pm)**
    - MK8720 – Data Driven Marketing
      - Location: Online • Dr. Ramakrishnan

**GSU Holidays**
- 1/18 MLK Day
- 3/15-3/21 Spring Break

## Workshops

- **1/05** Welcome Back MSMK Cohort Overview
- **1/07** Library Research
- **1/11** Effective Case Analysis
- **1/29** MSMK Alumni Panel Discussion
- **1/21** Virtual Meeting & Interview Etiquette Workshop
- **1/22** Resume Review with Employers
  - Accounting & Finance
- **1/27** Working Effectively in Teams
- **2/3** Leadership and Professionalism
- **1/26** Meet the Firms
  - Tax Forum
- **1/28** How to Work a Virtual Career Fair
- **1/29** Spring Virtual Career & Internship EXPO
  - All Business Majors
- **2/2** Diversity & Inclusion Student Leadership Panel Discussion
- **2/5** Commercial & Residential Real Estate Virtual Fair
- **2/9** Spring Virtual Career & Internship EXPO – All Business Majors
- **2/12** Diversity & Inclusion Student Leadership Panel Discussion
- **2/19** Graduate Virtual Career Fair
- **3/4** Robinson Industry Insights – Industry Panel Discussion
- **3/5** Women in Leadership Panel Discussion
- **3/10** Alumni Career Tips
- **3/30 – 4/1** Executive Career Coaching (ECC)
- **4/2** Hospitality & Marketing Virtual Career Fair
- **4/6** Adulting 101 – Robinson Real World Ready

## Student Experience

- **1/12** Welcome Week
- **1/19** Series of Success: Online Learning
- **1/26** Series of Success: Resources at GSU
- **1/28** Series of Success: Time Management
- **2/9** Intro to SAS Workshop
- **2/2/3/4** Series of Success: Goal Setting
- **2/6** Excel Workshop
- **2/11** Twitter API Workshop
- **3/10** Case Study Workshop

What are we about? Engaging, integrating and transforming every student experience with the core activities of a business school to propel exceptional results for our students.

## Career Advancement Center

- **1/22** Virtual Meeting & Interview Etiquette Workshop
- **2/22** Resume Review with Employers – Accounting & Finance
- **2/16** Meet the Firms – Tax Forum
- **1/28** How to Work a Virtual Career Fair
- **1/29** Spring Virtual Career & Internship EXPO – All Business Majors
- **2/2** Diversity & Inclusion Student Leadership Panel Discussion
- **2/3** Commercial & Residential Real Estate Virtual Fair
- **2/9** Graduate Virtual Career Fair
- **3/4** Robinson Industry Insights – Industry Panel Discussion
- **3/5** Women in Leadership Panel Discussion
- **3/10** Alumni Career Tips
- **3/30 – 4/1** Executive Career Coaching (ECC)
- **4/2** Hospitality & Marketing Virtual Career Fair
- **4/6** Adulting 101 – Robinson Real World Ready

Note: All CAC events will be held virtually.

*For all event details & to RSVP, please log on to [Handshake](https://handshake.gsu.edu)