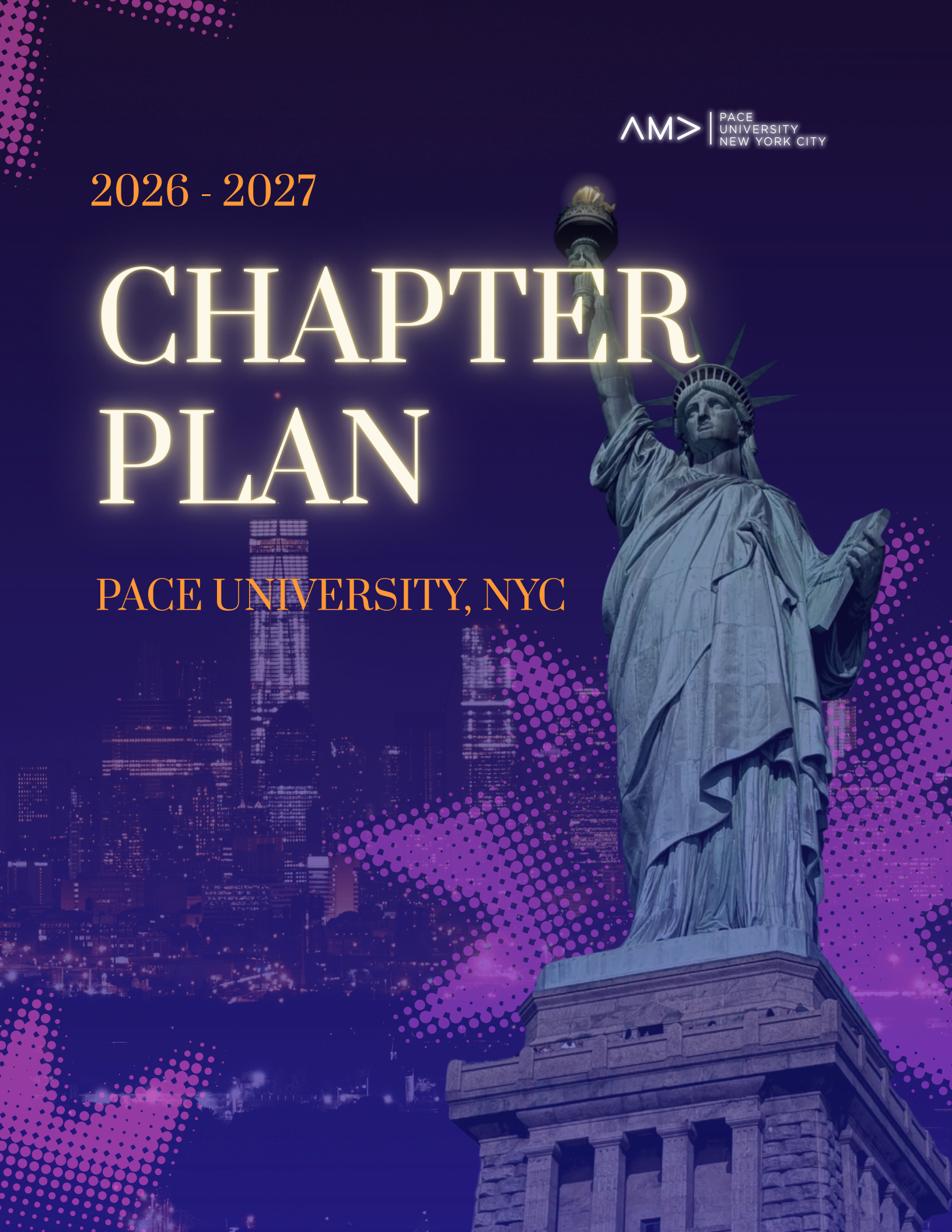
AM> | PACE UNIVERSITY NEW YORK CITY

2026 - 2027

CHAPTER PLAN

PACE UNIVERSITY, NYC



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CHAPTER OVERVIEW

Mission Statement: The collegiate chapter of the American Marketing Association at Pace University, NYC, provides students of all majors and backgrounds with professional resources, experiences, and connections that prepare them to grow their careers and stand out in an evolving business world.

Vision Statement: The American Marketing Association chapter at Pace University, NYC, strives to build an equitable and welcoming community where students can grow professionally, build meaningful connections, develop as leaders, and feel a sense of belonging.

DEI Statement: The collegiate chapter of the American Marketing Association at Pace University, NYC, is committed to prioritizing diversity, equity, & inclusion across chapter programming and initiatives, creating a welcoming environment where every member can participate and thrive.

Goals:

- Plan 50+ events throughout the academic year, including professional development workshops, DEI sessions, marketing competitions, community impact activities, coffee chats, and office tours.
- Foster an inclusive and engaging chapter environment where students from all majors and backgrounds can build professional skills, expand their networks, and remain actively involved, supporting membership growth and retention.
- Utilize AMA National scholarships, competitions, conferences, and resources by actively promoting these opportunities to students, spreading awareness, and encouraging participation.

Goals, Objectives, and DEI: The American Marketing Association chapter at Pace University, NYC, aims to create professional and personal opportunities for students of all backgrounds, majors, and interests.

SWOT ANALYSIS

STRENGTHS

- Our chapter is the largest student organization within the Lubin School of Business, with strong visibility among business students and across Pace's digital platforms.
- Our diverse Executive Board representing varied majors, experiences, and perspectives.
- Strong brand presence across the chapter website, social media, campus advertising, and flyers.
- Our chapter has established connections with marketing and media companies throughout the New York Metropolitan Area, creating valuable professional opportunities for members.
- We maintain strong relationships with Pace departments, fellow student organizations, and AMA Pace alumni.
- Pace's marketing department and Lubin faculty provide ongoing support, guidance, promotion, and access to resources and opportunities.
- Expanded budget, classroom recruitment, and tabling provide greater resources and visibility for membership growth and programming.

WEAKNESSES

- Engagement and retention decline during midterms and finals as academics take priority.
- Board members' competing schedules can limit availability for chapter initiatives.
- Some members attend individual events without becoming consistently engaged with the chapter.
- Loss of a consistent meeting space has reduced familiarity and tradition around the chapter experience.

OPPORTUNITIES

- Leverage Sago sponsorships to secure additional funding & expand chapter visibility through social media.
- Strengthen partnerships with Pace Career Services & Alumni Relations to expand industry connections, mentorship, coffee chats, & office tours.
- Partner with additional student organizations to expand reach, collaboration, & engagement across Pace.
- Expand DEI initiatives to strengthen accessibility, inclusion, recruitment, engagement, and retention.
- Collaborate with other local AMA chapters on larger events, shared resources, & networking opportunities.

THREATS

- University policy changes may affect support for certain DEI programs and initiatives.
- Increased Common Hour course scheduling may create attendance conflicts for meetings and events.
- Limited campus room availability may restrict programming options and access to preferred event spaces.
- Job market uncertainty may affect student interest in marketing careers and chapter engagement.

PROFESSIONAL DEVELOPMENT

Goal: Strengthen members' professional development and career growth through hands-on workshops, marketing simulations and networking opportunities, with 40+ members attending three or more events.
Strategy: Host marketing simulations and competions throughout both semesters where members practice pitching, branding, and strategizing under time contraints. Workshops help members build their personal brands, elevator pitches, and recruiting material. Going on office tours, panels, coffee chats, and the regional conference allow them to apply these skills directly to industry professionals.

EVENT SPECIFIC

Marketing Week:
Goal: Build a week that brings members together to learn, connect, and give back through meaningful experiences that strengthen both their professional growth and sense of community.
Strategy: Combine hands-on workshops, networking opportunities, coffee chats, and leadership experiences to create a week that is both professionally valuable and personally engaging for members.

Regional Conference:
Goal: Foster professional growth and collaboration by connecting members with NYC professionals and AMA Baruch College through meaningful networking opportunities and shared experiences.
Strategy: Curate panels, keynote sessions, and networking opportunities that expose members to new perspectives while helping them expand their professional networks and build lasting connections with industry professionals and peers.

Professional Headshots:
Goal: Support members' professional development by providing headshots they can use across LinkedIn, resumes, scholarship applications, personal websites, and other professional platforms.
Strategy: Partner with student photographers and utilize chapter resources to provide accessible, professional headshots that help members build a strong and polished personal brand.

INDUSTRY ACCESS

Speaker Panels:
Goal: Show members that there is no single path into marketing by connecting them with professionals from diverse backgrounds, experiences, and career journeys.
Strategy: Three panels bring alumni and advertising professionals to 60+ members, with speakers selected to reflect a range of races, genders, and cultures to show how different professionals built their careers.

Coffee Chats:
Goal: Connect members with marketing professionals for personalized career advice & relationship-building.
Strategy: 5 or more industry experts share how they entered their fields in small groups, with Q&A sessions.

Office Tours:
Goal: Expose members to NYC marketing and media workplaces, cultures, and career paths.
Strategy: Partner with 3 local companies to host office tours & employee conversations for up to 20 members per visit.

MARKETING SIMULATIONS AND COMPETITIONS

Fairly Odd Pairings:
Goal: Challenge members to create unexpected yet strategic brand-influencer partnerships.
Strategy: Have teams pair an influencer with a mismatched brand and pitch a fictional sponsored campaign that makes the partnership feel authentic.

Press Tour:
Goal: Teach members how platform strategy & audience behavior shape conversation around major releases.
Strategy: Have teams plan a multi-platform press tour for a book, movie, or album, handle the PR curveballs we throw at them and defend the legacy they want the release to leave behind.

Marketing Masterchefs:
Goal: Challenge members to turn market research into a campaign while making decisions under pressure.
Strategy: Assign teams a cuisine & develop an NYC pop-up campaign tailored to its neighborhood, then pitch its concept to judges who evaluate its presentation, creativity, & use of research.

MARKETING SIMULATIONS AND COMPETITIONS - CONTINUED

Corporate Shark Tank:
Goal: Build confidence in developing and defending marketing and business ideas under pressure.
Strategy: Have teams develop a concept, adapt to a scenario change, & deliver a timed pitch to a panel.

Build a Brand:
Goal: Strengthen members' social content creation and campaign strategy skills.
Strategy: Have teams compete & create a mock campaign with posts, captions, hashtags, & content ideas.

Inventor Center:
Goal: Build connections members through collaborative product development & marketing.
Strategy: Mixed-member teams invent a product and develop its launch and long-term positioning.

Skill Building Activations:
Goal: Build career-readiness skills through interactive, hands-on activities.
Strategy: Rotate members through timed career-readiness stations, mini-games, and partner-led activities.

CAREER READINESS WORKSHOPS

Resume Workshop:
Goal: Help first-year members present their experiences while building a strong resume.
Strategy: Partner with Career Services for resume reviews, personalized feedback, & an introduction to available career resources.

Mock Interview:
Goal: Build members' confidence and interview preparedness through practice.
Strategy: Have members practice marketing interview questions in pairs, provide peer feedback, refine their 60-second introduction, and draft a post-interview follow-up email.

Elevate Your Pitch:
Goal: Strengthen members' confidence in presenting themselves professionally.
Strategy: Have members create, practice, & refine a 90-second elevator pitch through peer feedback & guided practice.

Business Card Making:
Goal: Help members creatine business cards they can use for networking events & recruiting opportunities.
Strategy: Have members design cards that communicate their professional identity, & personal brand.

Personal Branding Workshops:
Goal: Teach members personal branding with visual elements that communicate their professional identity.
Strategy: Deliver a step-by-step interactive sessions using LinkedIn profile development and Canva for creating color palettes and font pairing that reflects their personality, while the E-Board provides feedback.

Craft Your Story:
Goal: Strengthen members' storytelling skills by teaching them how to create memorable marketing stories.
Strategy: Deliver a storytelling lesson, then lead a creative notebook activity where members develop their own stories to share.

MARKETING INSIGHT WORKSHOPS

Subliminal Marketing 101:
Goal: Strengthen members' understanding of consumer psychology by showing how typography, packaging, and price can influence perceptions of product quality.
Strategy: Have members rate identical products presented as premium and budget options, reveal the results, and then show how the branding alone changed their perceptions.

UI/UX Design in Marketing:
Goal: Introduce members to how UI/UX design shapes customer experience and branding.
Strategy: Have members learn the basics through products they already use, then collaborate to design a mock website or app and make decisions about how it should work.

FUNDRAISING

Student Engagement Partnership:
Goal: Continue our partnership with Pace's Student Engagement Office through an eight person committee that assist the departments with its marketing and social media efforts.
Strategy: Led by the Director of External Communications, brings back a team of content creators, social media managers, graphic designers, & email marketers, checking in on upcoming projects, raising $200.

Chingos Scholarship:
Goal: Continue securing national memberships for NYC students, giving them acesss to exclusive webinars, networking events, and professional development workshops
Strategy: Reapply for the Chingos Scholarship to cover the costs of AMA national memberships & promote students to become members through presentations, social media campaigns, & peer-to-peer outreach.

Sago Partnership:
Goal: Continue our partnership with Sago, a market research company, as a reliable yearly source of funding for chapter programming and student opportunities. To teach members how brands can use cause marketing to support meaningful causes while creating value for the business.
Strategy: Connect with Sago during the spring semester to explore potential ways to collaborate and identify opportunities that could benefit both the chapter and its members.

SGA Partnership:
Goal: Maintain a strong relationship with the Student Goverment Association so the chapter can keep recieving additonal funding for events and conference travel.
Strategy: Appeal to SGA for $5,000 to cover travel to the AMA International Collegiate Conference, submitting all paperwork on time

Restaurant Partnerships:
Goal: Build on our partnerships with restaurants by bringing back past partners and adding new ones to raise funds and bring students together.
Strategy: Host fundraising nights with local eateries, sharing turnout results with past partners and promoting each night through social media and tabling, with a goal of raising around $300 for AMA.

COMMUNITY AND SOCIAL IMPACT

EVENT SPECIFIC FALL EVENTS

Big-Little Program: Can I Get A Big Please / Match(a) for Little:
Goal: Implement a peer mentorship program between E-Board members and freshman & sophomore members to strengthen chapter bonds & support academic & professional development.
Strategy: Host a series of events throughout the year where Bigs and Littles can build relationships while sharing advice, resources, and opportunities.

Red Bull Wings Cup:
Goal: Build community and member engagement by hosting a gaming activation that brings students together.
Strategy: Partner with Red Bull, the E-Sports Club, & Student Engagement to host a Wings Cup event with Red Bull cans, an EA Sports FC 27 competition, & an appearance from Red Bull New York's mascot, REDD.

Hygiene Care Drives:
Goal: Engage members to support local communities in need & showing how outreach creates social impact.
Strategy: Host hygiene drives where members assemble care kits while learning how promotion & outreach strategies can increase awareness and maximize the impact of the initiative.

Pop Culture Trivia:
Goal: Build community by providing members with a fun & interactive experience that encourages teamwork.
Strategy: Host a competitive trivia game where members work together, compete across pop culture topics, & build stronger connections through a shared experience.

Cultural Extravaganza:
Goal: Celebrate & learn the cultures represented within AMA by giving members a space to share their stories.
Strategy: Invite members to bring cultural dish & share the story & history behind it, then have attendees vote for their top three dishes.

EVENT SPECIFIC - CONTINUED FALL EVENTS - CONTINUED

Social Impact Video:
Goal: Raise awareness of the American Marketing Association Foundation (AMAF) by highlighting the impact AMA makes through the mission and work of a chapter-selected nonprofit organization .
Strategy: Have the Creative team select a social issue and organization, produce the video, and post it to the AMA Pace NYC YouTube channel.

AMA x BAP Breast Cancer Walk:
Goal: Give members an opportunity to support breast cancer awareness while strengthening connections within AMA and with students from BAP (Beta Alpha Psi).
Strategy: Partner with BAP to attend Making Strides of Central Park, encouraging members to walk together, connect with students from both organizations, and represent Pace and AMA through branded pink shirts.

Marketing Week Instagram Story:
Goal: Expand chapter reach and increase engagement by creating interactive social media content throughout Marketing Week.
Strategy: Post a series of Instagram Stories featuring polls, quizzes, and prompts that encourage followers to interact with the chapter and participate in Marketing Week.

SPRING EVENTS

Black History in Marketing (Virtual):
Goal: Celebrate Black History Month by highlighting Black figures that have shaped marketing & advertising.
Strategy: Run a month-long Instagram campaign featuring Stories, carousels, and trivia with raffle prizes, along with Black History Month icebreakers at February general meetings.

Poster Making Contest/Community Love:
Goal: Engage members in supporting our charity event with LASO (Latin Organization) while raising awareness & funds for a nonprofit supporting families affected by immigration enforcement.
Strategy: Host general meetings where groups design event posters & create a space for open conversation.

Women's Pop Up Shop:
Goal: Support local women-owned small businesses & entrepreneurs while connecting them to our members.
Strategy: Invite women-owned businesses to campus to showcase their products, giving members a chance to shop, connect with business owners, and hear their stories.

Broadway Shows:
Goal: Bring members together to explore how major productions use stunt casting and celebrity marketing.
Strategy: Take members to a Broadway show, followed by a group discussion on how the production markets itself and uses its cast to attract audiences.

Banquets:
Goal: Celebrate the chapter's accomplishments and recognize top members from the point system.
Strategy: Book the venue, catering and promote the event early on social media & the newsletter.

Diversity in Advertising Activity:
Goal: Encourage creativity & help members explore how diversity & inclusion is represented in advertising.
Strategy: Divide members into teams to create an inclusive & diverse mock campaign, followed by an open discussion about representation in advertising.

ICC Send Off:
Goal: Celebrate and support the members heading to New Orleans for the International Collegiate Conference with a special sendoff event.
Strategy: Host a sendoff dinner with team bonding activities and affirmations to prepare members for ICC.

Women's Week Trivia (Virtual):
Goal: Highlight the ways women have shaped the worlds of business and marketing while giving members an engaging way to learn about influential women.
Strategy: Create Instagram Stories featuring facts about influential women and use Instagram's quiz sticker to share trivia questions and answers, making the activity accessible and interactive for members.

MEMBERSHIP

Our chapter aims to ncrease its overall membership to l00 members, including at least l0 seniors, l0 juniors, l0 sophomores, & 30 first-year students, by utilizing our organization's budget & Chingos Scholarship opportunity.

RECRUITMENT

University-Sponsored Recruitment Events (Summer Orientation, Activities Fairs, Lubin Fest):

Goal: Introduce AMA to new and returning students by showcasing the opportunities, experiences, and community the chapter offers.

Strategy: Participate in Summer Orientation, Fall and Spring Activities Fairs, and Lubin Fest with interactive recruitment activities that allow students to learn about AMA, meet E-Board members, and discover ways to get involved.

Common Hour Tabling:

Goal: Build awareness of AMA and connect with at least l5 prospective members during each day of tabling.

Strategy: Reserve the Student Center Tabling Hub during the second week of school and use interactive conversations and recruitment materials to introduce passing students to AMA's events, opportunities, and membership benefits.

Classroom Visits:

Goal: Expand AMA's reach across Pace's NYC campus by introducing students to the chapter and the opportunities available through membership.

Strategy: Visit more than 50 classes across the NYC campus to give brief presentations on AMA, upcoming events, and the professional and social opportunities available to students in Lubin and beyond.

Instagram Takeover Reels:

Goal: Give prospective and current members a personal look into the E-Board while making AMA feel more approachable and connected.

Strategy: Have some of the E-Board members create a Reel showcasing their daily routine, experience with AMA, and ways to get involved, while answering at least three questions from followers.

Weeks of Welcome Event:

Goal: Welcome students to AMA early in the semester while creating an opportunity for at least 40 students to connect with the chapter and one another.

Strategy: Host a Welcome Week Karoke Night during the first month of the semester and promote it through social media, word-of-mouth, and the first general meeting.

RETENTION

Sports Games:

Goal: Strengthen member relationships through a shared soccer experience while giving members an insight on how professional sports organizations connects with its fans.

Strategy: Bring members to sports games where they can socialize and build stronger connections while experiencing the atmosphere, fan engagement, and marketing activations of different sports.

Extended Memberships:

Goal: Enroll at least l0 graduating students in AMA memberships to support their careers after graduation.

Strategy: Share the benefits and resources a membership provides for one year after graduation.

Pace AMA Consulting Group (PACG):

Goal: Launch PACG in Spring 2027 as AMA's consulting extension, giving business students the chance to solve real client problems and build AMA's reputation on campus. PACG turns what members learn in workshops and competitions into a sustained commitment with clients who count on the outcome, from practice to action. By opening the group, we also widen who sees AMA as a place to build a career.

Strategy: Open applications in Fall 2027 to AMA members & the wider business student body. Choose a cohort through applications and interviews. Place students on teams built around their skills and backgrounds. Over the semester, each team partners with a local small business, learns its challenges, and works toward solutions that fit its situation. Each project ends with a strategy deck of actionable recommendations the client can use.

MEMBERSHIP - CONTINUED

RETENTION - CONTINUED

Big Little Program (BLP):
Goal: Pair underclassmen with e-board mentors to help newer members feel connected & break the ice with the board.
Strategy: Match members with an e-board "Big" by interest, starting with a kickoff social followed by bonding events and check-ins.

Awards:
Goal: Recognize the five most dedicated members each year, showing that staying involved pays off.
Strategy: Present awards at the End of Year Banquet and share the winners on social media and in the newsletter.

Member Point System:
Goal: Update the point spreadsheet weekly to track involvement and spot members who start to drop off.
Strategy: Members earn one point for general meetings, two for events, and five for Student Event Committee tasks, with points counting toward end-of-year awards.

Chapter Outings:
Goal: Host 2 social outings each month with at least 15 members to build friendships outside a professional setting.
Strategy: Assign each outing to a board member & use the university's ticketing system to track sign-ups & interest.

COMMUNICATIONS

INTERNAL

Mailchimp:
Goal: Expand our active subscriber base to 650 recipients including 60 current national memberships while also achieving a minimum 35% open rate for our weekly newsletter.
Strategy: Distribute a consistent and structured weekly newsletter every Tuesday morning at 9 AM that features career opportunities, upcoming events, and exclusive member resources.

Google Calendar:
Goal: Establish a scheduling platform where executive board members can track all upcoming meetings, project deadlines, events, while incorporating member availability for efficient planning & coordination.
Strategy: Maintain real time updates across the shared Google Calendar to provide leadership & clear communication with transparency into the organization's semester-by-semester schedule and commitments.

Google Drive:
Goal: Maintain an organized workspace for executive members to access shared files & important materials that is organized by category & individual executive board roles
Strategy: Uphold an organized Google Drive containing current and archived files to optimize file accessibility, project planning and enhance openness for effective board communication.

SetterSync/Corq:
Goal: Onboard at least 65 new members for newsletter subscriptions using the SetterSync platform and Corq app for event updates, campus engagement, & maintaining consistent attendance of 30+ members.
Strategy: Monitor participation at all events and meetings to meet member expectations and uphold AMA's standards and use both platforms for event promotion, digital check ins, and membership verification

Monday.com:
Goal: Streamline project management and distribution of tasks on chapter operations.
Strategy: Update event and meeting details when needed such as check in codes and assign task deadlines that creates a clear avenue for communication.

E-board Group Chat:
Goal: Strengthen executive board collaboration and coordination for efficient communication to support rapid decision-making and adjustments.
Strategy: Establish an active group chat for urgent announcements, quick approvals, and real time support.

COMMUNICATIONS - CONTINUED

EXTERNAL

Social Media:

Goal: Strengthen AMA's social media presence through 3–5 weekly posts that highlight events, chapter updates, & opportunities, with a goal of increasing engagement by 5% on each platform.

Strategy: Maintain a consistent presence across across Instagram, TikTok, & LinkedIn to keep students connected and informed about events and opportunities.

Website:

Goal: Keep the chapter website current by updating it monthly with upcoming events, chapter accomplishments, and professional development resources.

Strategy: Refresh the website's event calendar and content each month to provide members and prospective members with accessible information about chapter opportunities.

OrcaTV:

Goal: Increase chapter visibility across campus by promoting AMA events through elevator displays and OrcaTV at least two weeks before events.

Strategy: Design engaging promotional materials for elevator screens and OrcaTV to expand event reach and increase awareness among the Pace student community.

Alumni Newsletter:

Goal: Engage at least 30 Pace alumni through a weekly newsletter that encourages continued involvement in speaker panels, workshops, and chapter initiatives.

Strategy: Share chapter updates, upcoming opportunities, and alumni-focused content to strengthen connections between alumni and current members while supporting networking.

Lubin Listserv:

Goal: Increase awareness and attendance among Lubin School of Business students by promoting AMA events and professional development opportunities through the Lubin Listserv and "Week Roundup."

Strategy: Submit event promotions at the beginning of each semester and distribute meeting announcements approximately two weeks in advance to maximize student awareness and participation.

AMA Magazine:

Goal: Strengthen recruitment and chapter visibility through a physical publication that showcases AMA's events, partnerships, workshops, and member experiences.

Strategy: Highlight the chapter's impact through event photography, member testimonials, and feature stories that can be shared during tabling and recruitment efforts.

Recruitment Video:

Goal: Create a promotional video that introduces AMA's mission, values, events, and member benefits while encouraging prospective members to get involved.

Strategy: Capture authentic moments throughout the year at events and meetings to create engaging content that reflects the chapter experience and showcases its members and leadership.

CHAPTER OPERATIONS

Our chapter is led by 12 executive board members, each as valuable as the other, organized into 3 departments: 4 executive officers, 4 creative officers, and 4 national officers.

MANAGEMENT PLANNING

Goals:

- Hold monthly Executive Board meetings to align on chapter operations, upcoming initiatives, & priorities.
- Conduct bi-weekly Creative Board meetings to coordinate projects, assign responsibilities, & maintain team engagement.
- Have the CEO conduct monthly one-on-one check-ins with Board members to discuss responsibilities, workload, interests, and chapter experience.

Strategies:

- Use Doodle and Google Calendar to coordinate Board meetings, check-ins, and key project deadlines.
- Use Monday.com to assign responsibilities, track progress, & keep visibility across chapter projects & events.
- Hold bi-weekly Creative Board meetings with an agenda to review upcoming projects, assign responsibilities, & provide updates from the Chief Creative Officer, Graphic Designer, Social Media Manager, & Videographer.

Meeting Structure:

Goal: Hold weekly meetings on Tuesdays from 3:25PM to 4:25PM that foster community amongst members & provide enriching experiences towards members' professional aspirations.

Strategy: Provide consistent Tuesday general meetings with a detailed structure. Each meeting begins with an agenda, followed by a marketing problem icebreaker, a recap of upcoming events, and a unique professional development opportunity, DEI workshop, community impact activity, or skill-building competition.

Officer Transition:

Goal: Prepare incoming E-Board members to confidently step into leadership roles and smoothly transition into planning and executing the following year's programming.

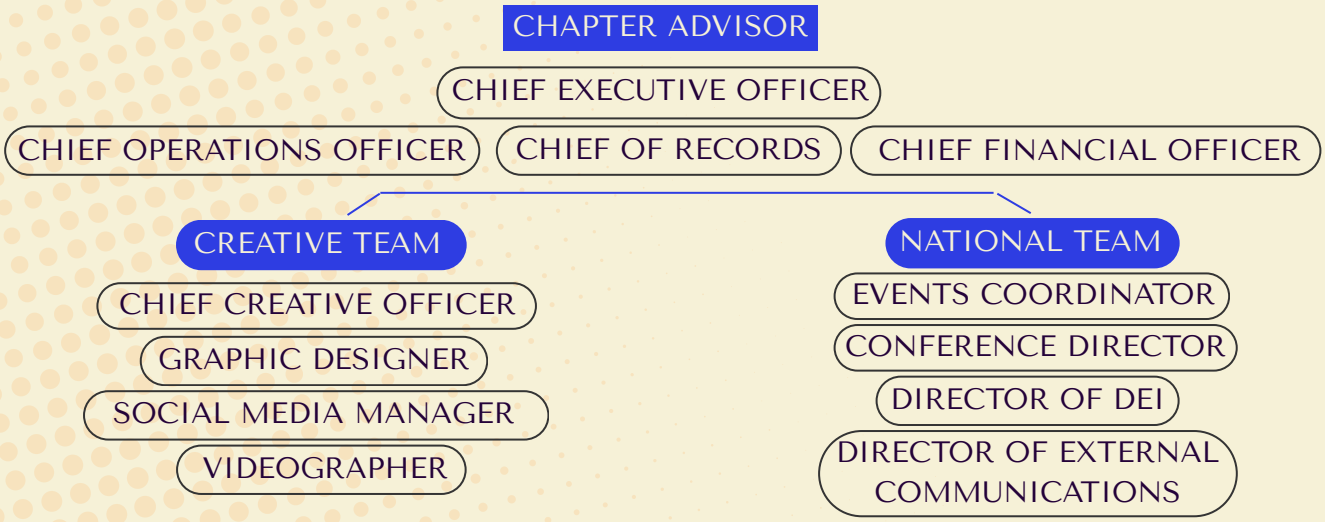
Strategy: Implement a shadowing program before elections where members interested in leadership positions meet with current E-Board members three times to learn about their responsibilities, common challenges, and strategies for handling conflicts.

E-Board Check-Ins:

Goal: Maintain clear communication, alignment, and accountability among E-Board members to support smooth chapter operations and effective decision-making.

Strategy: Conduct regular check-in meetings where E-Board members review ongoing projects, discuss challenges, share updates, and coordinate next steps to maintain collaboration and organizational efficiency.

ORGANIZATIONAL CHART



BUDGET

Revenues	
Student Activity Fee	$65,638.22
Revenue Fund	$6,407.20
Fundraising	
Funds from Student Government	$5,000.00
Chingos Scholarship	$1000
Student Engagement Partnership	$200.00
Restaurant Collaboration	$300.00
SAGO Partnership	$225.00
Total Funds	$78,770.42

Expenses	
Competitions Expenses	$27,000.00
Off Campus Experiences	$13,000.00
Catering	$9638.22
Promotional Materials	$7,000.00
AMA National Membership Fees	$2,000.00
Administration and Subscriptions	$2,000.00
Event Supplies	$4,500.00
Member Prizes	$500.00
Total Expenses	$65,638.22
Budget Surplus	$13,132.20

CALENDAR OF EVENTS

SEPTEMBER

- Back to school headshots
- Welcome to Pace AMA
- Student Activities Fair
- Inventor Center
- Big-Little Program: Can I Get a Big Please?
- Tabling
- Karaoke Night
- Cultural Extravaganza
- Student Intern Roundtable
- Fall Activities Fair
- Cultural Extravaganza
- Lubin Fest
- Resume Workshop

OCTOBER

- Puppy Yoga
- Personal Branding Workshop
- Business Card Making
- Red Bull Wings Cup
- Big Little Program: Match(a) Little
- Halloween Costume Makeover
- AMA x BAP Breast Cancer Walk
- Mock Interview
- Hygiene Care Drive
- Double Verify Office Tour with ALPFA
- Regional Conference
- Instragram Event (Virtual)
- Hygiene Care Drive
- Fairly Odd Pairings
- Build a Brand

NOVEMBER

- Wings Cup with Red Bull
- Craft your Story
- Create with Canva
- Pop Culture Trivia
- We Capture Media Office Tour
- Brand Refresh

DECEMBER

- Press Tour
- Broadway Show
- Coffee Chat with Jenny Chen
- Winter Banquet

JANUARY

- Coffee Chat with Professionals
- Spring Activities Fair
- Career Services Workshop
- Lubin Fest
- Marketing Meets Finance

FEBRUARY

- Black History in Marketing (Virtual)
- LinkedIn Headshot Popup Fundraiser
- Spread the Love: Cause Marketing
- Career Crisis Simulator
- Community Love
- Chipotle Fundraiser
- Poster Making Contest
- Subliminal Marketing 101
- Student Intern Coffee Chat

MARCH

- Community Cleanup
- Skill Building Activations
- Scale Building Workshop
- Women's Hygiene Drive
- UI/UX Design in Marketing
- Corporate Shark Tank
- Elevate your Pitch
- LinkedIn and Personal Branding Workshop

APRIL

- ICC Send Off
- Spring Banquet
- ICC
- Broadway Show
- Marketing Masterchefs
- Red Bull New York Soccer Game

MAY

- Puppy Yoga
- Marketing Bingo Fundraiser