

# Marketing Minutes Newsletter

**END OF SEMESTER  
UPDATE!**

## ABOUT MMN

The Marketing Minutes Newsletter (MMN) is intended to help marketing and business school students make informed decisions about their education and career development. The MMN provides up-to-date information on scheduling, courses, education programs, career development workshops, and networking opportunities.

Look for the latest edition of MMN via your Fresno State email, Canvas page, and Instagram @fsMarketingClub.

## ABOUT THE MKTG CLUB

Students from all majors are welcome to join the Marketing Club! We're focused on providing our members with hands-on experience through unique workshops and regularly host speakers from different industries, giving our members valuable networking opportunities and insights. Our club grows larger and better each semester, offering numerous new opportunities to all our members. So don't miss out – join the excitement!

[Join the Club](#)

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## MARKETING CLUB ACHIEVEMENTS

The Marketing Club has done so much this semester! We have:

- Officers Visited CART
- Hosted our largest Marketing Boot Camp with record-breaking attendance!
- Fundraised at Vintage Days
- Hosted 3 successful workshops including Pharmaceutical , Adobe, and Graphic Design



**MARKETING CLUB PHARMACEUTICAL WORKSHOP**



Fresno State Alumni and pharmaceutical sales representatives Garo Cardoux from Phantom Pharmaceuticals and Darren Tuttle from RxSight delivered a great presentation on March 18th. This workshop had around 15 students in attendance and provided valuable insights into the medical industry. The speakers also shared practical sales knowledge, and internship and networking opportunities with B2B clients in the pharmaceutical sector.



**CEO CLUB ETIQUETTE WORKSHOP**

Fresno State’s CEO Club hosted a modern etiquette workshop on April 9th with etiquette coach and speaker Chiara Sill.

This workshop had around 30 participating individuals and taught them how to navigate professional and social settings.

The skills learned will allow students to foster relationships, lead interactions, and leave a good and lasting impression.



[Check out CEO Club!](#)

CEO Club members, Chiara Sill, and attendees take a photo outside the Smittcamp Alumni House

**MARKETING BOOTCAMP**



The Marketing Club at California State University, Fresno successfully hosted its annual Marketing Bootcamp on April 12, 2024. Seven esteemed marketing professionals; Alexa Ude from GALLO, Trey Harmon from iHeartMedia, Tyler Weihe from Backstory Creative, Danielle Griffin from Cohen Communications, Carrie Brown and Janet Guerrero from Buckle, and Shelly Dunn from iLoveToCreate all shared insightful marketing tactics, industry knowledge, and career advice.



Students break up into different rooms to listen to speakers of their choice

We also achieved the highest attendance in recent years, with nearly 70 students in participation. The marketing club would like to extend our sincere gratitude to our dedicated officers Alicia Minasian, Issac Diaz, and Cheu Fue Thao and the faculty advisors from the Marketing and Logistics Department, Pattie Turnbull and Hai Ying Zhang for their invaluable support in making this event possible.

Special thank you to E&J Gallo for sponsoring our lunch, the Marketing Department for providing breakfast, and TBL Asian Market for generously contributing speaker gifts. Additionally, we would like to give a shout-out to one of the Marketing Club member David Ashkharian for capturing this unforgettable day.



## Hispanic Business Student Association (HBSA) 45th Annual Scholarship and Awards Banquet

The Hispanic Business Student Association (HBSA) held its 45th annual scholarship and awards banquet on April 19th, celebrating its students for their accomplishments throughout their time at HBSA.



HBSA gave special thanks to their sponsors; Keller Williams of Fresno, Walgreens, Moss Adams, the Fresno State Lyles Center for Innovation and Entrepreneurship, Fresno State Craig School of Business, Mary's Heart Insurance Group, Fresno Economic Opportunities Commission, Central California Hispanic Chamber of Commerce, Wells Upholstery, and the James Irvine Foundation, for their invaluable contributions to enriching the academic journey of HBSA students.

## ADOBE PHOTOSHOP WORKSHOP

The Marketing Club reinvited Ara Catchatoorian, for an Adobe Photoshop workshop on April 26th. Catchatorrian, a veteran marketing director and CEO of Benchmark Media Solutions introduced students to the Photoshop interface.

Students at the event learned how to use popular and commonly used operations on Adobe Photoshop to boost designs and their photos.

Did you know that Fresno State students can use 10 Adobe software for free?

[Try Fresno State Adobe Cloud](#)



The Marketing Club reinvited Ara Catchatoorian for the Adobe Photoshop Workshop

## VINTAGE DAYS AND MARKETING CLUB FUNDRAISER

### Vintage Days takes over at Fresno State campus

Jason Takhtadjian

6 hours ago



Marketing Club President Alicia Minasian being interviewed by Jason Takhtadjian on KSEE (channel 24)

For the first time, the Marketing Club set up a booth and fundraised during the 50th anniversary of Vintage Days.

Vintage Days is a student-run, three-day festival from April 14th to the 16th, and features many of Fresno State's clubs and various vendors; arts and crafts, live music, games, foods and drinks, and more!

The Marketing Club would like to give a special thanks the Madduck and Lazy Dog restaurants for

sponsoring gift cards and coupons, the Vintage Days Student Committee that helped run Vintage Days, and the Marketing Club members!

The funds raised during this event will enable the club to provide future students with more workshops, and opportunities to grow their skills and to network with professionals!



Marketing Club members took turns at the booth, handling cash, talking to festival goers, and having fun during the event  
From left to right: Alicia Minasian, Diego Delgado, Issac Diaz, Cheu Fue Thao, and Angelina Khajani

[Vintage Days Website](#)

[Support the Club](#)





## GRAPHIC DESIGN WORKSHOP

On April 29th, the Marketing Club invited speakers and fellow Fresno State students Caleb Carillo and Yajaira Velasco from the Graphic Design Club to talk about different techniques to boost student designs.

Students who attended also engaged with a hands-on activity where they created a flyer from scratch.

Some key takeaways was “design with intention”; by combining your graphic design skills, experience and knowledge, you can effectively solve any problem and communicate any idea you have!



Club members David Ashkharian and Seo Yeon Keo trying out a Graphic design exercise

[Check Out GD Club!](#)

## STUDENT BUSINESS EXPO

On May 8th, the Craig School of Business organized the Student Business Expo outside the Peter’s Business Building from 11 am to 2 pm. The event showcased 14 student-run businesses offering various products including art, crafts, jewelry, clothing, sweets, snacks, drinks, and more.

The expo aimed to support and promote entrepreneurship among Fresno State students and alumni. Here is a list of the student-run businesses that participated in the event:

- Miracle Dog Tags
- lil\_perler\_create
- Victoria’s Art
- Nini’s Things
- Starry Droplets
- Cry Baby Cookies
- Ewicrochet
- Bulldog Vintage
- Lunetauro
- Boostperformance
- Spartan Sauce
- Victory Vending
- CSweets baked by Casandra



Starry Droplets (top) and Ewicrochet’s booths (bottom) at the Student Business Expo



**TAYLOR QUINTANAR  
MARKETING STUDENT, MODEL, AND ACTRESS**

Taylor Quintanar is a 19-year-old marketing student, who is also an actress, model, pageant queen, model, and resident advisor in her student dorms.

Quintanar plans to use her social media platform to launch a reading program for underprivileged kids facing literacy challenges. Interested in joining Quintanar on her journey or exploring sponsorship opportunities?

[Taylor's Website!](#)

**SARA BEBERIAN  
MARKETING STUDENT, FS WOMEN'S JUDO CAPTIAN AND NATIONAL  
JUDO CHAMPION**

Sara Beberian is a 21-year-old marketing major in her senior year. As the captain of Fresno State's Women's Judo team, Berberian led her team to victory at the NCJA Championships and won her first gold medal after practicing judo for 10 years - 4 of which she practiced at Fresno State.

Berberian's success has set a new historical record since the 1980s; by winning the women's division with the highest score ever for Fresno State - and continues to represent what it means to be a student who excels both in academic and athletic challenges. Her sights are now set on representing Team USA in the World University Games in Germany.



**AUDREY AGUILAR  
MARKETING STUDENT, MARKETING CLUB MEMBER**

My first semester in the Marketing Club has been a rewarding and enjoyable experience. The networking experiences have been both beneficial and fulfilling, and have allowed me to expand my professional portfolio. I strongly suggest that any students considering a career in business or marketing, or those who simply want to acquire some helpful skills for their future endeavors, join the Fresno State Marketing Club!



President

*Alicia Minasian*



Vice President

*Isaac Diaz*



Treasurer

*Chew Jue Thao*



Member

*David Ashkharian*



Member

*Yurcissi Vargas*



Member

*Seo Yeon Ko*



Member

*Angelina Khajavi*



Member

*Audrey Aguilar*

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Follow the Marketing Club on Instagram and TikTok!

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