



## DIVERSITY AND DIGITAL MARKETING CASE COMPETITION

### THE MISSION

- HELP TEPPER ATTRACT MORE DIVERSE CANDIDATES
- DEVELOP VISION AND ROADMAP FOR A DIGITAL MARKETING STRATEGY

### WHAT'S IN IT FOR YOU?

- WORK ON FUN TEAMS OF 3-4
- SHARPEN YOUR DIGITAL MARKETING/CONSULTING SKILLS
- CHANCE TO WIN CASH PRIZES

### IMPORTANT DATES:

FEB 3<sup>RD</sup>



SIGN -UPS

OPEN

FEB 17<sup>TH</sup>



SIGN-UPS

CLOSE

FEB 21<sup>ST</sup>



PROMPT

RELEASED

FEB 23<sup>RD</sup>



MARKET

STRATEGY DUE

FEB 24<sup>TH</sup>



FINALISTS

PRESENT

**Sign up on CampusGroups now!**