

THE MARKETING COMPASS NEWSLETTER PRE-PRODUCTION PACKAGE



SQUAD 6 - Winter 2025

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Amy Oblander, Karolyn Wooley

WESTERN WASHINGTON UNIVERSITY
MARKETING PROGRAM

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Newsletter Overview

The Marketing Compass newsletter is designed to strengthen alumni engagement while keeping both alumni and students informed about the latest events and news from the marketing department.

Serving as a welcoming space, this newsletter encourages participation in department events while fostering meaningful connections. Additionally, it plays a key role in boosting alumni involvement across Western Washington University's social media platforms, helping to build a connected marketing community.

FOOLSCAP METHOD

	Early Career Alumni
Genre	Educational and Professional Development
Theme	The importance of connection, identity, and discovery
Setting	Western Washington University
Hero	A recent alumni of the WWU marketing program
Villain	Lack of connection to the WWU marketing program
Narrative Device 1	Marketing Compass
Narrative Device 2	Early career alumni reader of Marketing Compass
Inciting Incident	Seeing other peoples connections, and realizing their own missed connections to their alma mater

FOOLSCAP METHOD

	Early Career Alumni
Act I	Early career alumni is scrolling LinkedIn and sees other schools marketing programs keeping their alumni updated. The WWU alumni wants this same connection.
Act II	Early career alumni feels like they are missing out as they continuing seeing these post. They then find Marketing Compass on the marketing program's LinkedIn.
Act III	Early career alumni learns how they can become more involved in the marketing program. This makes them gain a sense of belonging and opens up opportunity for future involvement.
All is Lost Moment	Completely lacking a sense of community.
Climax	Reading the newsletter.

Logline

When a marketing alumni stumbles upon the Marketing Compass newsletter, they decide to stay informed about the program, bridging missed connections and strengthening their bond with the school, which improves their sense of community and engagement.

NEWSLETTER OUTLINE

Introduction

This section outlines the newsletter's purpose, highlights its objectives, and provides a preview of what readers can expect. In this newsletter we highlight Carmell Emory and Peyton Hume, share information about the case competition, and feature the career closet and one on one advising resources.

Professor Highlight

This section puts the spotlight on marketing program professor, delving into what they're teaching, thoughts on various marketing topics, and personal updates. In this newsletter we spoke with Professor Carmell Emory, the MBA Career Services Manager.

Student Highlight

This section calls attention to a marketing program student, looking into their career interest, thoughts on various marketing topics, and potential job updates. In this newsletter we spoke with Peyton Hume, the Student Marketing Association President.

Marketing Program Update

This section shares recent news in the marketing program, this results in alumni being more up to date with marketing program news. In this newsletter we share information about the upcoming case competition.

NEWSLETTER OUTLINE

Featured Event & Resource

This section features a event and resource available to students and alumni, sharing where and when they can attend or take advantage, resulting in a stronger connection to Western. In this newsletter we feature the career closet and one on one advising.

Meet the Team

This section features the creators of the Newsletter.

“Find the Faculty”

This section is a game where the highlighted faculty member of the newsletter is hidden within an image, with the goal of finding where they are. This newsletter features Professor Carmell Emory.

Outro

This section thanks the reader, asking them to tune in next time.

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MARKETING COMPASS NEWSLETTER



INTRODUCTION

Welcome to this edition of Marketing Compass! In this issue, we spotlight Professor [Carmell Emory](#) and Student Marketing Association President [Peyton Hume](#), spread the word about the upcoming case competition, and showcase valuable alumni and student resources like one on one advising and the Career Closet. Plus, test your skills with our the “**Find the Faculty**” game! Stay connected and explore what’s new to rebuild connections with Western and the Marketing Program—**your path to success starts here.**

If you like this newsletter, please subscribe to our [LinkedIn Blog](#) and look for highlights from future editions on [Instagram](#), [Facebook](#), and [LinkedIn](#)!

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PROFESSOR HIGHLIGHTS

Carmell Emory

Principles of Marketing, Marketing and Sustainability



[LinkedIn](#)

Carmell Emory is the MBA Career Services Manager and teaches Principles of Marketing and Marketing and Sustainability.

Carmell began her teaching career while working in Germany at a private business college. “Given my background in the marketing profession, teaching business classes, and running my own publishing and marketing business, I had the qualifications to teach.”

Her favorite class to teach is Principles of Marketing because it allows her to spark students’ interest and introduce them to the foundations of marketing.

Carmell’s tips for alumni to stay connected include keeping up with certifications, joining college and business associations, and attending conferences and webinars. She emphasizes the importance of staying informed about developments in both private and public companies.

On a personal note, Carmell shares that her baby, Clara, has recently started crawling. Additionally, she has been collaborating with Dr. Mark Staton as a career

WIREFRAME

advisor on a [Digital Marketing Management and E-Commerce certificate](#).

STUDENT HIGHLIGHTS

Peyton Hume

Student Marketing Association President



[LinkedIn](#)

Peyton Hume is a marketing student who knew from high school that marketing was the right path. "I like marketing because it's a universal degree with many paths—data analytics, content creation, and more. If I don't like one area, I can explore another."

Peyton's favorite classes are Integrated Marketing Communications (IMC), Consumer Behavior, and Fundamentals of Market Research. "Those classes felt like real marketing. It set expectations I wasn't sure I could meet—but I did!" IMC also offers leadership opportunities and feels like working in a real corporation."

As [Student Marketing Association](#) (SMA) president, Peyton stays connected through club meetings and [IMC network nights](#). "I see familiar and new faces and setting up events helps build lasting relationships."

Looking ahead, Peyton is excited to join the corporate marketing world. "I'm

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considering an internship in Bellingham. I love it here and prefer to stay, work remotely, or find something nearby."

Peyton's advice: "Networking is key! Stay connected with classmates and join clubs like [SMA](#). The community is welcoming, and meetings are fun, engaging, and educational."

On a personal note, Peyton recently got a cat named Mr. Morrison after The Doors. "Having my own cat has helped me grow—even though he just meows at me. I love him!"



MARKETING PROGRAM UPDATE

Marketing Case Competition



The Western Washington University Marketing Case Competition, sponsored by [New Engen](#), is set for February 21, 2025, offering an opportunity for students to

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MARKETING PROGRAM UPDATE

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The Western Washington University Marketing Case Competition, sponsored by [New Engen](#), is set for February 21, 2025, offering an opportunity for students to engage in real-world marketing challenges. Participants will have the chance to showcase their strategic thinking and creativity as they present their solutions to a panel of judges, including Dr. Carmell Emory, alongside faculty and alumni.

This [open event](#) allows the public to observe the competition firsthand, providing valuable insights into the practical application of marketing theories. There is also an opportunity for those looking to [volunteer](#), which is great for those who want to learn more about the case competition process or gain a behind-the-scenes view.

Following the competition, the event will feature a [networking social](#), allowing faculty, alumni, industry professionals, and students to meet and exchange ideas. This event is a prime opportunity to connect with leaders in the marketing field and build lasting professional relationships.

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STAY CONNECTED

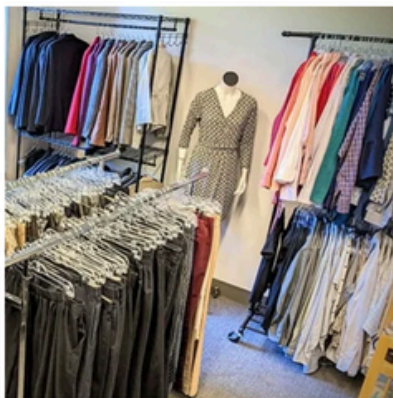
Resources for Students and Alumni



1-ON-1 ADVISING

 Old Main 280

The career services center conducts one on to appointments in person, virtually, as well as over the phone. They cover topics from career change, to resume help and job searching. This advising is open to all alumni and is free! To register for an appointment, you can go through Handshake or call the career services center at (360) 650-3240.



CAREER CLOSET

 Old Main 280

The career services also offer students and alumni the career closet. This is a place that offers free professional clothing for jobs, internships, and other professional events. The closet is open Monday through Friday, 9 a.m. to 4 p.m. and is by appointment only. To make an appointment, head to the Career Services website and click the link.



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Find the Faculty



Can you find Carmell in the bustling city?



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MEET THE TEAM

Quinton McClannan
Class of 2026



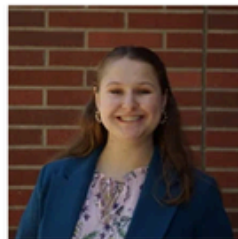
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Tyler Noonan
Class of 2025



[LinkedIn](#)

Amy Oblander
Class of 2025



[LinkedIn](#)

Karolyn Wooley
Class of 2025



[LinkedIn](#)

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OUTRO

Thank you for reading this edition of our newsletter. We hope you found the resources helpful, updates from the marketing department insightful, and were inspired by the highlights from both students and faculty. Our goal is for these stories to keep you connected to the community at our school. Whether you're near or far, your journey is part of our story. Stay engaged and share your experiences with the Marketing Program through our social media platforms listed below! Until next time, **make waves!**

If you enjoyed this edition of Marketing Compass, consider subscribing to our LinkedIn blog and stay tuned for highlights of future editions on Instagram, Facebook, and LinkedIn!

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Western Washington University Marketing Program, 516 High Street, Parks Hall 415, Bellingham,
Washington 98225-9073, USA, (360) 650-4202

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INTERVIEW QUESTIONS

Professor Interview Questions

How did you get into teaching marketing?

What classes do you currently teach at Western? Do you have a favorite one?

What advice (if any) do you have for alumni who are in the marketing field?

How do you stay connected with the marketing community?

If you could change anything you did in your marketing career, what would it be?

Any recent career/ life events you would like to share with the newsletter?

Student Interview Questions

What got you into the marketing program?

What has been your favorite course/ activity you've done in marketing?

How do you stay connected with the marketing community?

What are you looking forward to once you graduate?

What advice would you give current students interested in the marketing program?

Any recent career/ life events you would like to share with the newsletter?

COPY

FACULTY OUTREACH INTERVIEW EMAIL

[Name],

I hope you're doing well! My name is [Your Name], and I'm a marketing student enrolled in the Integrated Marketing Communications (IMC) course at Western Washington University. I'm reaching out to invite you to be featured in our newsletter, The Marketing Compass.

In each edition, we spotlight exceptional professors in our "Professor Highlight" section, celebrating their achievements and contributions to WWU's marketing program. Our goal is to strengthen the connection between current students and faculty while also keeping alumni updated on their former professors. We would love to share your journey, as we believe your experiences can inspire and guide both students and alumni who receive our newsletter.

We'd love to feature you in this section by asking a few questions. The interview can be conducted in person or via video chat and should take 5-10 minutes, or if you prefer, we can send the questions via email for your convenience.

Thank you for your consideration and we look forward to the chance to share your journey.

All the best
[Your Name]
[Contact Info]
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STUDENT OUTREACH INTERVIEW EMAIL

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All the best
[Your Name]
[Contact Info]
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NEWSLETTER EMAIL

Description: This paragraph will be sent out along with the newsletter email, welcoming the reader.

Subject Line: Marketing Compass newsletter - Spreading the love for marketing

Email:

Dear Reader,

Welcome to this edition of our newsletter! We've got fresh insights, exciting updates, and valuable tips to help you stay ahead. Whether you're looking for industry trends, expert advice, or exclusive offers, we've got you covered.

Stay tuned and enjoy the read!

Best,

Marketing Compass



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INTRODUCTION

INTRODUCTION

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PROFESSOR HIGHLIGHT

Professor Highlight

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Carmell began her teaching career while working in Germany at a private business college. “Given my background in the marketing profession, teaching business classes, and running my own publishing and marketing business, I had the qualifications to teach.”

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Peyton's favorite classes are IMC and MKTG 381/382. "Those classes felt like real marketing. It set expectations I wasn't sure I could meet—but I did!" IMC also offers leadership opportunities and feels like working in a real corporation. As a club leader, Peyton stays connected through SMA meetings and IMC network nights. "I see familiar and new faces, and setting up events helps build lasting relationships."

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HIGHLIGHTED RESOURCES

Highlighted Resources

1-on 1 Advising

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Career Closet

The career services also offer students and alumni the career closet. This is a place that offers free professional clothing for jobs, internships, and other professional events. The closet is open M-F, 9 am-4 pm and is by appointment only. To make an appointment, head to the Career Services website and click the link.



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Find the Faculty

Find Carmell

Meet the Team

Quinton McClannan : Class of 2026 - [LinkedIn](#)

Tyler Noonan: Class of 2025- [LinkedIn](#)

Amy Oblander : Class of 2025 - [LinkedIn](#)

Karolyn Wooley : Class of 2025 - [LinkedIn](#)

Outro

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SHOT LIST

Timeline: Created 2/3

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MAKE WAVES.

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SHOT LIST

Timeline: Created 2/3



SHOT LIST

Timeline: Created 2/3



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Team Production Roles



Quinton McClannan
Researcher, Script Writer



Tyler Noonan
Designer, Researcher



Amy Oblander
Interviewer, Messenger



Karolyn Wooley
Project Manager

Team Production Roles



Carmell Emory
Professor Interviewee



Peyton Hume
Student Interviewee

Locations

Western Washington University



Bellingham, Washington



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PRODUCTION CALENDAR

Sprint #2	1/29-2/11
Pre-Production Package	2/5
Professor Interview	2/5
Student Interview	2/5
LinkedIn Newsletter Copy	2/6
Newsletter Game	2/7
Events Section	2/7
Newsletter Headers	2/7
Email Subject Line/Intro	2/8
Screening/ Newsletter Review	2/9
Send Out Newsletter	2/10



GAME



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