

What is the Marketing Advisory Board (MAB)?

The Marketing Advisory Board (MAB) is a group of students who meet twice in the fall term with the Campus Housing marketing team to share their insights, opinions and ideas on housing, marketing and communications strategies. This is a great way for students to get involved, meet new people, gain experience for their résumé, share opinions and truly make an impact.

Why join?

- Be heard! Voice your opinions
- All suggestions are used to improve department initiatives
- Looks great on a résumé
- A great way to get involved with where you live
- A great way to meet people
- Gain leadership experience
- Free dinner – a student has to eat!
- Campus Housing t-shirt and other swag!
- No one knows better than students – we want to hear from you!

What's the commitment?

There are two MAB meetings each term. Members are expected to attend the two meetings which are two hours in length. Food is provided at both sessions.

Weekly Dates:

- Meeting 1: Thursday, October 23
- Meeting 2: Thursday, November 6

Past accomplishments of the Marketing Advisory Board:

- Website & social media initiatives
- Marketing campaign development (including key messages)
- Residence Life and Living-Learning programs
- Residence promotional material development
- New student position advisement and development

If interested please send an email to Christine MacDonald at c3macdon@uwaterloo.ca by Friday, October 11 with the following information:

Name

Student number

Faculty

Year of study

Where are you currently living in residence?

Have you lived in residence before? If so, what did you love about residence/

Why do you want to be a part of MAB?