

# This Week's Business

March 23, 2025



TCNJ School of Business  
Ranks

**#53**

in the nation by Poets&Quants  
Best Undergraduate Business Schools 2025

Click here to read more → [P&O Ranking 2025](#)

A purple graphic for Women's History Month. It features a portrait of Katharine Graham on the right. On the left, there is text: "WOMEN'S History Month" in a mix of bold and script fonts. Below that, a quote: "Katharine Graham became the first woman to be a Fortune 500 CEO when she became head of The Washington Post. Her leadership led to The Post being praised for their investigative journalism, and became one of the most influential newspapers. She eventually won a Pulitzer Prize for her memoir 'Personal History.' Her accomplishments are why we honor her for". At the bottom left is the hashtag "#WomensHistoryMonth" and at the bottom right, the name "KATHARINE GRAHAM" in a purple box.

THE COLLEGE OF NEW JERSEY  
SCHOOL OF BUSINESS

**WOMEN'S**  
*History Month*

Katharine Graham became the first woman to be a Fortune 500 CEO when she became head of The Washington Post. Her leadership led to The Post being praised for their investigative journalism, and became one of the most influential newspapers. She eventually won a Pulitzer Prize for her memoir "Personal History." Her accomplishments are why we honor her for

#WomensHistoryMonth

KATHARINE GRAHAM

## Celebrating Women's History Month

### Student Organization News & Events

**SOBIC:** The School of Business Inclusion Council is holding a contest for students to submit their artwork to be displayed on the wall in the Business Building Lounge. The winner of the contest will receive a \$100 gift card. **Submissions will close on April 8, 2025 at 11:59pm.** Click below for the requirements & to submit your artwork. If you have any questions please direct them to the School of Business Inclusion Council using the following email: [sobictcnj@gmail.com](mailto:sobictcnj@gmail.com).

Artwork Contest

**SOBIC:** The School of Business Inclusion Council (SOBIC) is a student-led DEI Advisory Board for the School of Business. This year, several members of the Council will be graduating. As we congratulate them and thank them for all of their hard work, their graduation leaves some openings on the Council. We are currently accepting applications for new members to join the Council. For more information, benefits of being a member, responsibilities, and to complete the application, visit [SOBIC Membership Application](#). **The deadline for applications is April 18, 2025.**

**WIB:** The TCNJ Women in Business Club is excited to host their second Small Business Event to support women-owned small businesses and entrepreneurship across the tri-state area!! Attendees will have the opportunity to shop at our vendors' pop-up shops whilst also learning about their entrepreneurial journey. We encourage all of any background to come and support our small-business owners and celebrate Women's History Month with WIB!

The event will take place on March 26th in BSC100 West from 11 am to 1 pm. Light refreshments will be served. Check out the Women in Business Instagram (tcnj\_wib) to keep an eye out for when we announce this year's shops!!

**Economics Club:** Join the Economics Club on Wednesday, March 26th at 12 pm in BB206 to discuss the implications of the recent tariffs with Dr. Bozena Leven. Pizza and drinks will be provided! 🍕🥤  
Want to find out more about the Economics Club, join our [Group Me](#).

*Want to learn more about our student organizations & all they have to offer?*

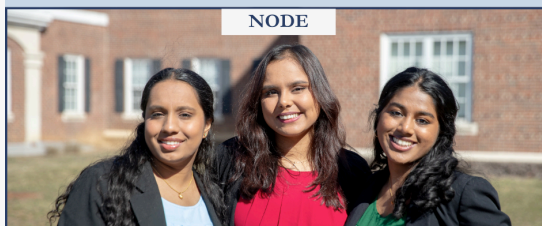
Check Them Out

## Mayo Business Plan Competition Finals

Join us for the finals & see who wins their share of

**\$60,000!!!**

Mayo Business Plan Competition  
Finals



Join us  
March 26, 2025  
5:00 PM  
Mayo Concert Hall

Come cheer for your favorite team!

## Advertising Class Guest Speakers

Professor Kessler, Marketing adjunct instructor, invites all interested students to his weekly guest speaker sessions - which take place **6-6:30 pm, in Science P219**.

Here are the next two weeks coming up!

- **March 25th** - Media Planning - Presented by Rachel Broder, Marketing Director, United Airlines
- **April 1st** - Brand Tracking Using Qualtrics Platform - Presented by Daniel Kessler, Systems Director

# The Business of Cannabis: Past, Present, & Future

***THIS THURSDAY!***

*Are you interested in learning more about the opportunities presented by the booming cannabis industry?*

Join us on **March 27, 2025, at 5:00 pm** at The College of New Jersey School of Business (BB Lounge), and learn about the fundamentals of cannabis business management, from “seed to stem”.

Hear from industry experts on effective marketing and branding strategies specific to the cannabis industry, creating business plans, securing financing, and optimizing operations to ensure future success! Stay ahead of the curve by gaining insight into the future trends of the industry.

*This is a free event and open to the public.*



Join us and unlock the knowledge to navigate the complexities of the cannabis industry. Visit our website to learn more about our panelists! **The Business of Cannabis.**

***Just a few seats left!***

***Click [here](#) to secure your seat today!***

## Highlights

**Student Organization Highlight**

**Financial Management Association**

TCNJ's FMA Chapter serves three main purposes: Assist in the professional, educational, and social development of college students interested in accounting, finance, banking, and investments; Provide an association for college students actively interested in these fields; and Encourage interaction between business executives, faculty, and students of business and finance. The FMA have hosted alumni for presentations on the basics of valuations, professionals from Crossover Capital Advisors on bitcoin & wealth management, alumni from J&J, and a panel from PGIM.

Follow us on Instagram or email us: @tcnj.fma or fmasso@tcnj.edu

**Senior Spotlight**

*Class of 2025*

**Chloe Popowich**

Major: Economics BS  
Minor: Women, Gender, & Sexuality Studies  
Post-Graduation Plans: Masters in Public Policy Degree at TCNJ

**Highlights:**

- TCNJ Honors & Scholars Program
- TCNJ Center for Global Engagement Peer Advisor
- Student Government - Served as Parliamentarian and Head Delegate
- Member of WILL, previous Executive VP
- Completed internships with Congressman Bill Passarelli & Senator John McKean
- Currently interning at the Office of Governor, Phil Murphy, Legislative Affairs
- Substitute Teacher - Clifton Public Schools
- Prior VP Planned Parenthood Generation Action
- Women, Gender, & Sexuality Studies Archives Fellow
- Member of Alpha Pi Omega
- Studies at The Washington DC Center for Internships & Academic Seminars
- Deans List
- Completed the TCNJ Office of Student Life Leadership Program
- Member of the Food Recovery Network

## Career, Professional Development & Leadership Opportunities

**Disney Data & Analytics Women (DDAW) 2025 Award Informational Webinar:** The Disney Data & Analytics Conference (DDAC), in conjunction with Disney Data & Analytics Women, promotes women's experiences in technical and analytical fields. This award gives winners the opportunity to attend DDAC 2025 and experience a tailored program that celebrates women in analytics. Learn more at an informational webinar on March 27, 2025, 4:00 PM ET. Visit our website at <https://disneydataconference.com/ddaw/> and register for the webinar!

**Citizens Spotlight: Insights from Junior Bankers:** Curious about the realities for women in investment banking? Join us for an engaging session featuring female professionals from within Citizens Capital Markets & Advisory (CM&A). Students will have the unique opportunity to connect with our female bankers in small-group discussions, ask questions directly, and gain valuable insights into careers in investment banking. Students will also learn about Citizens' 2026 Investment Banking Summer Analyst program and upcoming recruiting process and timeline. Register for this event in [Handshake](#).

**New Opportunities in Advertising + Marketing:** Brand advertising and marketing requires constant innovation and continuous learning in order to reach—and engage—consumers with dynamic content across a variety of platforms in an ever-evolving media landscape. Learn about the critical skills and latest strategies you'll need to connect with consumers and build a successful career in advertising and marketing. This in-person event is hosted by The [Center for Communication](#) and will be held Monday, March 24th from 6:30 pm - 8:00 pm at 66 West 12th Street, New York City. Register [here](#).

## NJBDA Annual Symposium 2025 Student Poster Session ([njbda.org/2025symposium/](http://njbda.org/2025symposium/))

**Empowered by AI: Innovation and the Rise of the Augmented Workforce**  
May 16, 2025 Hosted by William Paterson University, Wayne, NJ

**Call for Student Posters:** *Attention Graduate & Undergraduate Students* - Capitalize on this opportunity to present your research and potentially win an award at the student poster competition. This is a great opportunity for you to network, promote yourself and your research, and practice your presentation skills.

### Timeline:

April 18, 2025 - Abstract submissions due. Submit your Poster Abstract [here](#).

May 6, 2025 - Digital poster submissions due

May 16, 2025 - Bring your 36" W x 48" H pre-printed poster to the event.

Questions? Please contact: [selenmy.m.fabre@njit.edu](mailto:selenmy.m.fabre@njit.edu)

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# Johnson & Johnson Case Competition

**The 2025 University Case Competition is getting ready to kick off!**

- Apply your classroom knowledge to a real business case.
- Gain perspective on a Fortune 50 healthcare company.

Form a team of 5-7 people (not J&J co-op participants) or we can find a team for you! \$2,000 cash prize for the University winning team!

**Kick off - March 25, 2025 at 12:00 pm in the Business Building Lounge**

Have questions? Contact [jking18@its.jnj.com](mailto:jking18@its.jnj.com) or [TBell3@its.jnj.com](mailto:TBell3@its.jnj.com).

