

# BE A BRAND REP

College of Business

Fall 2018

Application



## Be a Leader

- Apply to be a Brand Rep for your major.
- Be an influencer among your peers.
- Receive a scholarship up to \$1000.
- Have access to the Brand Rep office in Reynolds.
- Receive t-shirt and swag.

## Eligibility and Selection

- Junior with declared major in business.
- Completed application by September 7.
- Interview with Ms. Gwinn and Dean Wayland
- Selection by September 21.

The art of communication is the language of leadership.  
James Humes.

## Brand Rep Responsibilities

- Create a bi-monthly newsletter for students
- Remind students in their respective major to attend COB functions and use Career Connection.
- Use social media or other forms of communication.
- Assist with two workshops or events per semester with Shannon Gwinn.
- Provide feedback for student activities.
- Meet with the Dean as a group monthly for progress and feedback.
- Meet with Ms. Gwinn weekly individually and bi-monthly as a group.



# Brand Rep Application



Name \_\_\_\_\_

T# \_\_\_\_\_

Email \_\_\_\_\_

Major \_\_\_\_\_

Briefly explain why you would like to be a Brand Rep

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Turn in completed application to the Center for Student and Career Services  
Reynolds 109C by September 7

For more information contact Shannon Gwinn – (501)569-3359 -- sldrobena@ualr.edu



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OF BUSINESS