



Managing Digital Transformation of Brands Workshop

Saturday, September 7, 2019
MERVIS HALL 118 E
10AM- 5PM

The College of General Studies and the Joseph M. Katz Graduate School of Business have partnered to provide CGS students in the **Media and Professional Communications major** an opportunity to attend innovative workshops organized and presented by the Katz Center for Executive Education in collaboration with the Katz Center for Branding. These workshops have been designed to equip students with practical skills and knowledge in the digital field and give them a competitive edge.

Eligibility Criteria

In order to be eligible to participate in the workshop and qualify for the CGS grant, you must be:

-  a CGS Student pursuing Media and Professional Communications
-  currently enrolled for Fall Term 2019 (either part time or full time)
-  in your junior or senior year
-  in good academic standing with a minimum GPA of 3.0

**APPLY NOW TO RESERVE YOUR
CGS SEAT!**

**APPLICATION DEADLINE:
August 28, 2019**

If you are interested and eligible to participate, let us know more about yourself by completing the **Online CGS Interest Application Form** no later than **Wednesday, August 28, 2019.**

WHY ATTEND THE WORKSHOP ?

- » Define digital transformation and customer-centricity.
- » Examine how change happens in the workplace and how to avoid pitfalls.
- » Learn how to understand your consumers and what they find valuable.
- » Demonstrate how to align business objectives and marketing to consumer insights.
- » Learn how to build and manage your transformation program.



Workshop Fees:

For Non-Katz Pitt Students \$200.



\$200 Grant through the CGS Academic Achievement Scholarship Program will pay for **eligible students.**

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CGS seats are limited to 3 & are allocated on a first-come, first-served basis.

To access the **CGS Interest Application Form**, visit: www.cgs.pitt.edu/events

For questions, contact Dr. Boryana Dobрева, CGS Director of Academic Programs, at boryana.dobрева@pitt.edu