



**Columbia Chemistry Careers Committee  
&  
CU Biotech Association**



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# **Is there Opportunity for Science MAs/PhDs on Madison Avenue?**

Learn how to put your MA or PhD training to work in the scientifically driven business of *medical marketing and medical education*. Representatives from **Ogilvy Healthworld** will discuss the business behind medical marketing and education. How a new MA or Ph.D. enters the field? What they are looking for in candidates? And, the day-to-day life of working for Ogilvy Healthworld.

Ogilvy Healthworld is an international communications organization specializing in healthcare. The company provides many of the world's largest pharmaceutical and healthcare companies with a comprehensive range of integrated strategic marketing services designed to accelerate the acceptance of new products and to sustain their growth. These integrated services include advertising and promotion, consulting, medical education, marketing research, publishing, interactive multimedia and database marketing services. Find out more at [www.ogilvyhealthworld.com](http://www.ogilvyhealthworld.com)

**Wednesday, March 5, 2008**

**6:30pm**

**209 Havemeyer Hall**

Reception to follow in 328 Havemeyer Hall.