UNLV Lee Business School Students Win Gold Chapter Award at the International American Marketing Association’s Collegiate Conference.

The UNLV AMA continues its success in the national spotlight

The UNLV AMA is ranked as one of the top 5 Collegiate AMA Chapters nationally

March 19th, 2016, LAS VEGAS - The University of Nevada, Las Vegas’ American Marketing Association (UNLV AMA) chapter continues its streak of National excellence by earning 5 notable awards during the 38th Annual AMA International Collegiate Conference in New Orleans, LA, held from March 19-21. The conference brought together more than 1,400 marketing students and their faculty advisers for three days of competition, learning, and networking.

The AMA is the largest worldwide professional association for marketers with more than 40,000 members. The collegiate division has over 11,000 student members and more than 350 collegiate chapters.

UNLV AMA wins Gold at the AMA National Conference.
For the third year in a row, the UNLV AMA was awarded the prestigious Gold Collegiate Chapter award, distinguishing the chapter as one of the top 5 of over 355 collegiate chapters world-wide. The award, which recognizes professional development, competition results, community service and impact, fundraising, membership activities, and chapter operations – distinguishes the UNLV AMA as one of the elite AMA Collegiate Chapters. This is the single most important collegiate competition held by the American Marketing Association. This is a great achievement for our chapter, especially given the efforts made annually by the other AMA chapters.” said UNLV Marketing professor and faculty advisor, Jack Schibrowsky. “The competition is based on the yearlong efforts by the chapter to provide its members with professional development opportunities as they transition from students to the next generation of marketing professionals.” This school year, the UNLV AMA provided its members with more than 50 professional development activities, held a regional conference attended by more than 100 AMA student members from as far away as Wisconsin, conducted a regional sales competition,
performed local consulting, and provided a number of pro bono activities for local non-profits totally more than 700 hours of community service.

This recognition from our national professional marketing association demonstrates that the Lee Business School’s marketing program is one of the premier undergraduate marketing experiences nationally.

UNLV AMA International Case Competition Team places Third in American Marketing Association’s International Case Competition.

The UNLV AMA finished tied for third this year in the American Marketing Association’s International Case Competition. Temple University won the competition and the Wharton School at the University of Pennsylvania finished second. Team members included: Eli Atkins, Samantha Conte, Alexander Flesher, Matthew Iles, Jorge Lazcano, Elizabeth Madej, Kimberline Moller, Kristel Nichols, Francisco Rodriguez Fernandez, Thuriya Sai, Daniel Tafoya, Justus Tulowiecki, and Alexandria Tuttle

This is the premier undergraduate student competition organized by the AMA. This is a two semester long competition which started in August of 2015 and culminated at the finals in New Orleans in March at the American Marketing Association’s International Collegiate Conference. In New Orleans, the UNLV AMA and nine other finalists presented their plans to the executives from Hershey’s that are responsible for the new brand.

While the Collegiate AMA has over 355 chapters, the top 130 national AMA chapters participated in this competition, with 10 teams making it to the finals. Jack Schibrowsky commented, “Only the best AMA Collegiate Chapters compete in this competition. All of them have the ability to win the competition. It is an honor to compete against these other AMA chapters.”

Collegiate Chapters from around the Globe were challenged with developing a new product marketing campaign for Hershey’s Cool Blasts Breath mints. During the fall semester, the teams analyzed the current situation, collected brand awareness, taste test, and survey data, and developed a plan for Cool Blasts including detailed strategies to reach the target market, social media applications, and a distribution plan. For example our team collected primary data from over 1,500 millennials.

This competition takes dedication and perseverance. The UNLV AMA team spent the last 8 months working on this case and have learned much about marketing, leadership, teamwork, perseverance, and of course, life skills. A conservative estimate is they spent around 2,500 hours from start to finish.

“I could not be prouder of our case team. They proposed a data driven plan that we felt was the best approach for Hershey’s moving forward. This was a great learning experience for our students,” said UNLV Marketing professor and AMA advisor, Jack Schibrowsky. “Our students are taking what they have learned in the classroom and are applying it to project for a national client. I would put our team of students up against any others in the country.”

Other awards. The UNLV AMA had 3 students place in the American Marketing Association’s International Outbound Sales Competition. The competition consisted of three rounds of completion, including an awareness and interest building call, a needs assessment call, and finally a closing call. A total of 255 students participated from 77 universities. UNLV had three AMA members, Jorge Lazcano, Mathew Iles, and Elizabeth Madej, among the 30 semi-finalists. Most of the schools in this competition have dedicated sales centers and programs, so placing three students in the semi-finals is quite an accomplishment for our students. In addition, we are proud to announce that Elizabeth Madej was selected as a finalist in the competition.

Kimberline Moller, was selected as one of 30 finalists in the Perfect Pitch competition held 38th Annual AMA International Collegiate Conference in New Orleans, LA, held from March 19-21. The AMA-Aerotek Perfect Pitch Competition is a 90 second interview in which you position yourself as being “right for the job.” A total of 250 AMA students from around the Globe competed. This is quite an accomplishment for Ms. Moller.
Notes: The UNLV AMA is one of the campus’ most active and successful student Organizations. Jack has been the Advisor of the UNLV AMA since 2004. During his years as their advisor, the UNLV AMA has become one of the top five AMA Collegiate Chapters. Much of the credit for the UNLV AMA’s success goes to the other MIB faculty members that always step up and support our organization.*

Jack went on to note, “Of course this is a real team effort and would not be possible without the wonderful support the UNLV AMA gets from the MIB Department, our Advisory Board, and the Lee Business School. We especially want to thank Dean Hathaway for his support of the organization and Francine Mazza of Enterprise Holdings for her wonderful support of our organization.”

The UNLV Student Chapter of the American Marketing Association (AMA) provides students of all majors the opportunity to network and interact with professionals, as well as incorporate practical application of business and marketing principles and receive assistance in professional development.

For more information on the UNLV AMA Chapter contact Francisco Rodriguez at UNLVAMA@gmail.com