

## STUDENTS WIN INTERNSHIPS IN CHICAGO

*AVE MARIA, Fla. – (February 21, 2012)* – Two students from Ave Maria's BUSN 304 Marketing class (Roman Samuels and Mary Ladewski) earned a 10-week internship in Chicago as a consequence of winning the 2012 Follett Marketing Genius competition.

<http://www.avemaria.edu/Portals/0/StudentsWinInternshipsInChicago.pdf>

As part of the class, the students entered into a national marketing competition for Follett Higher Education. Students broke into small groups to come up with a marketing proposal by the end of the semester.

The challenge was to create a national marketing campaign promoting the four course material choices (new, used, rental and digital) that students have for the Fall 2012 back-to-school season. The proposal had a maximum \$1 million budget and had to limit itself to the existing Follett product line. Based on their proposal and strategy, the "Words Worth Consulting Marketing Team" was able to make it into the Final Three in a competition that included groups from about 84 other schools.

Roman and Mary flew out to Follett's corporate headquarters in Chicago on February 20 to present their idea in front of Follett's marketing executives. The executives were impressed and they selected their presentation as the winner. Roman and Mary have earned a 10-week internship during which they will implement their marketing proposal in stores across the nation.

