

Monday, April 19, 2010

AMA at OU wins two awards at national marketing conference

By Dan Bodene, contributing writer

Oakland University's student chapter of the American Marketing Association (AMA) won awards for outstanding fundraising and outstanding communications at the 32nd National Collegiate Conference this April in New Orleans.

Four members of the university's AMA chapter were among about 1,300 American and international students who attended the conference, which offered educational and networking opportunities.

"Our AMA's achievement is particularly noteworthy given the intense competition that it faced," said Mohan Pisharodi, Ph.D., faculty advisor to the chapter.

It was the first time in five years that OU's AMA chapter had the opportunity to attend the conference.

During the fall 2009 semester, the chapter worked with Entertainment Publications of Troy to create a marketing plan for a new fold-out coupon booklet. Chapter Treasurer Brittany Wright said it was a great fundraising opportunity for the chapter, and helped to pay for the trip to the conference. The coupon booklet is expected to launch in fall 2010.

Wright noted that the cost of attending the conference was relatively high. She credited Mohan Tanniru, Ph.D., dean of the School of Business Administration, and Ravi Parameswaran, Ph.D. and marketing professor, for their donations towards conference expenses. Wright also said Jean Ann Miller and Anne Olson of OU's Center for Student Activities put a great deal of time and effort into making the trip a success.

Wright, who was elected AMA chapter president for the 2010-2011 school year, said, "I plan on attending the conference again next year, as it was a great experience for our members this year."

The chapter is now recruiting new members for the upcoming school year. For information on OU's AMA chapter, visit [AMA OU](#).

SUMMARY

The American Marketing Association won awards for outstanding fundraising and communications at the 32nd National Collegiate Conference this April.

Created by Katherine Land - Deleted (land@oakland.edu) on Monday, April 19, 2010
Modified by Katherine Land - Deleted (land@oakland.edu) on Monday, April 19, 2010
Article Start Date: Monday, April 19, 2010