

# THE DAILY TIMES

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Salisbury, MD

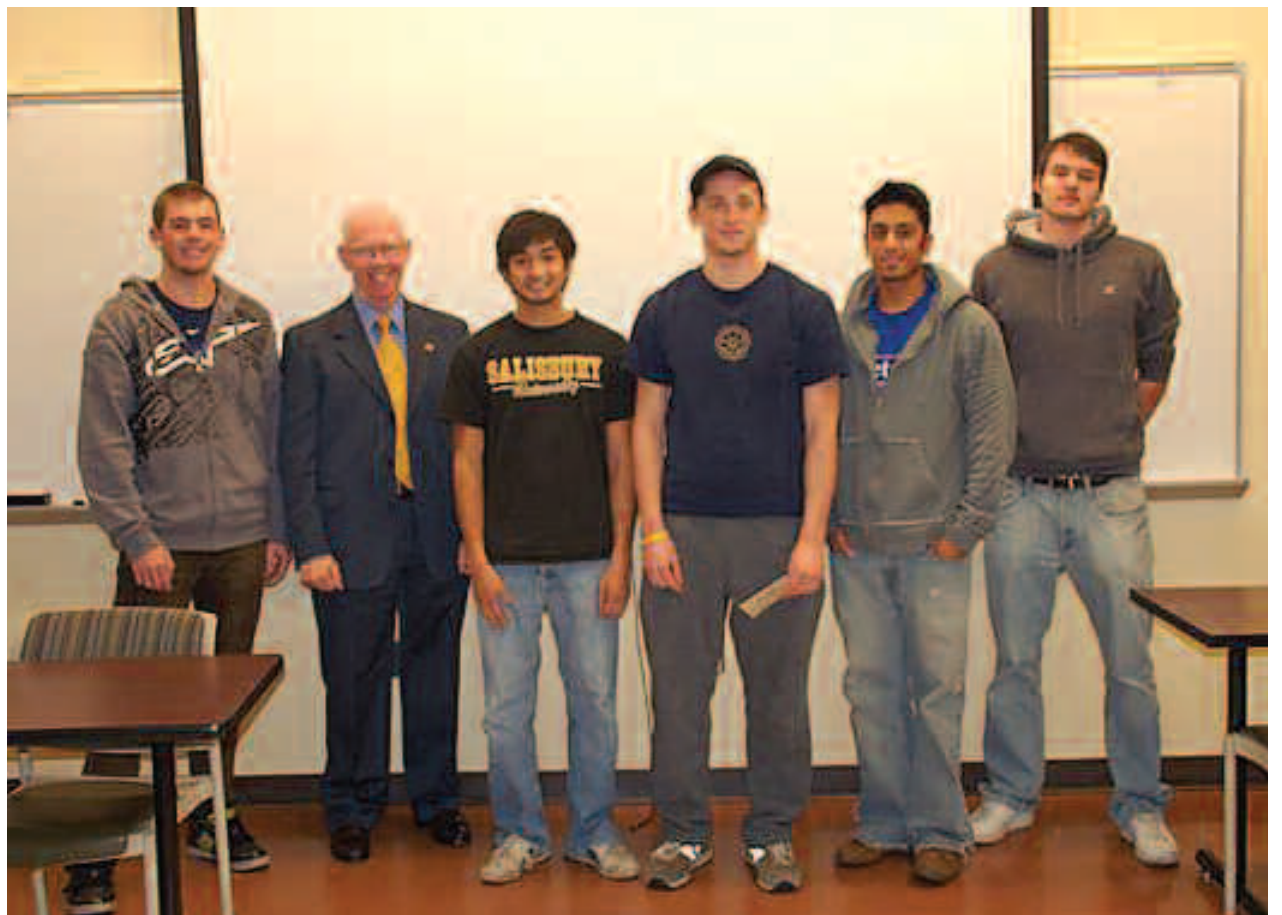
## SU Students Learn About Online Marketing

*Daily Times Staff Report*

Area entrepreneur Dick Van Gelder recently lauded students in Salisbury University's Franklin P. Perdue School of Business for bringing an innovative and open approach to the learning environment by using YouTube.

SU business students in Sandy Hentschel's Principles of Marketing Management class recently conducted a project advertising the Web site of Van Gelder's online workplace novelty gift business, Corporate Crap, using YouTube as a marketing tool.

Made with digital cameras from SU, cross-



*Pictured are Dick VanGelder and the participating marketing students.*

referenced through social media outlets, the videos advertised a variety of the firm's products and directed viewers to the Web site, [www.corporatecrap.biz](http://www.corporatecrap.biz).

The videos generated over 1,200 hits collectively, and producers of the video with the most views were awarded gift cards from Pat's Pizzeria.

Along with his accolades, Van Gelder said he hopes to

see more projects

connecting students with local businesses in the future.

For more information call 410-543-6030 or visit the SU Web site at [www.salisbury.edu](http://www.salisbury.edu).

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