

THE DAILY TIMES

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Salisbury, MD

[delmarvanow.com]

SU Students Score in Marketing Competition



Back Row: (left to right) Dr. Howard Dover, Andrew Kirchner, Ryan Dailey, Mark Priebe, Wesley Petersen. Front Row: (l to r) Laura Allahiara, Jessica St. Sulme, Maggie Johnson, Sara Cibelli, Brittany Frankel, Eron Wrublik.

Daily Times Staff Report

SALISBURY, MD—

Three student teams earned accolades during Salisbury University's first entry into the Direct Marketing Association of Washington Education Foundation's annual Collegiate MAXI Competition.

Led by Howard Dover of SU's Management and Marketing Department, two of SU's teams tied for the third-place Bronze Awards during the competition, while the third earned an honorable mention.

Students were challenged to create a marketing plan for National Geographic children's books. One Bronze Award went to the SU team of Laura Allahiari, Sarah Cibelli

and Andrew Kirchner for their "Children Are Our Future: Education to Inspire" campaign. SU students Ryan Dailey, Mark Priebe and Margaret Johnson also won Bronze for their campaign featuring a cartoon mascot. The third team, with students Brittney Frankel, Wesley Peterson, Jessica St. Sulme and Eron Wrublik, earned an honorable mention for the campaign "It's Not What You Think."

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