

HMA Marketing Case Competition Wrap-up

03/30/2021

The Huntsman Marketing Association held its Spring Marketing Case Competition on Thursday, March 25 at Huntsman Hall. The competition was sponsored by ICON Health & Fitness and focused on creating social media marketing campaigns for NordicTrack treadmills/bikes and the proprietary iFit personal training subscription service.



Members of the winning team were Ashleigh Brown, Spencer Dunford, William Kingsbury, Brookelyn Ritchie, and Drew Thorngren, who will be splitting a grand prize of \$2,500 and bragging rights until Fall semester!

Second place went to the team of Justin Gower, Sam Hawes, Mitchell Perry, Kaylee Yeschick and Carlee Holland. They split a \$1,500 prize.

Individual MVP awards of \$100 went to Sadie Stevens and Brookelyn Ritchie!

HMA is the bridge between the classroom and career for marketing students. Anyone can join HMA. It's a class - MSLE 2800 - that meets on Thursday's from 3:30 - 4:45 pm. Each semester HMA hosts marketing industry speakers, case competitions, and students earn digital marketing certifications that bolster their resume. The club advisor is Eric Schulz.