Huntsman Students take 1st Place at National Competition

A team of Huntsman Marketing Association students representing the Jon M. Huntsman School of Business at Utah State University won a $15,000 grand prize by taking first place in the prestigious 2017 Wake Forest Marketing Analytics Case Competition.

The competition was held April 7-8 at Wake Forest University in Winston-Salem, North Carolina. Now in its 27th year, the Wake Forest event is one of the country’s premiere collegiate marketing case competitions. Over 200 colleges and universities from around the world applied to be one of only six schools selected to make the trip to Wake Forest and present their work to a panel of judges.

Other schools in the competition included:

- The Wharton School, University of Pennsylvania
- Mendoza College of Business, University of Notre Dame
- Marshall School of Business, University of Southern California
- Wake Forest University School of Business
- Smith School of Business, University of Maryland
- Marriott School of Management, Brigham Young University

“Our win proves that a Huntsman School education is as good as any other school in the nation,” noted team member Hadley Burton. “Preparing for the Wake Forest competition was challenging, time consuming, and all around extremely draining. However, I have never enjoyed something that hard in my entire life.”

HMA’s winning team members, pictured at the awards ceremony with Gordon McLean, President & CEO of the Advertising Education Foundation, include (from left): Sydney Rodee, Karly Gibson, Eric Osterhout, Hadley Burton, Ellie Hampton, and team coach / HMA President Eliza Comer.

The Huntsman Marketing Association (HMA) is a student-run club within the Jon M. Huntsman School of Business, advised by Eric Schulz, Sr. Lecturer in marketing. The HMA gives students opportunities to build the bridge between the
classroom and their careers, offering case competitions, guest speakers, and career exploration advice for its members. Case competitions held on campus this year included creating a new notebook cover concept for Denik, a small Logan-based startup founded by a Huntsman graduate that sells unique artwork on the covers of its notebooks and funnels profits to build schools in Africa. The HMA spring case competition helped organizers of the Top of Utah Marathon with ideas to grow their registrations for the event this Fall. HMA members recently visited Adobe headquarters in Lehi and met with executives to learn of career opportunities and internships.