KAY PAYNE CASE COMPETITION

Each semester business students compete in the Kay Payne Case Competition to determine which student group has developed the most effective and professional project. Although the students can be from any business discipline, thus far the winners have been from the Marketing program. Typically the entrants are students developing advertising campaigns, marketing research projects, and/or marketing plans for real clients in the Kearney area. The work is done under the direction of the faculty teaching Advertising Management, Marketing Research, or Marketing Management. The case studies are judged by members of the Business Advisory Board, Rotary, and/or the Kearney Chamber of Commerce. The competition was named after the retired director of the Center for Rural Research and Development. Kay Payne continues to have a very strong belief that students can provide a win-win situation between the University and the business community, whether it be a for-profit or non-profit organization. Ms. Payne has been an advocate for rural communities and small entrepreneurs for most of her career. In spring 2013, there was a tie between teams from the Marketing Management and Advertising Management classes.
Dr. Sri Seshadri’s Marketing 388-general studies capstone course has distributed funds to local nonprofits for three years. The final offering of this course will be in fall 2014 when funding through the Learning By Giving Foundation, created in 2011 by Howard W. Buffet and Alex Buffett Rozek, will no longer be available.

The 20 students in the fall 2013 class focused upon five themes based on their passions: abuse and at-risk youths, disabilities, disease, supplemental learning, and family support.

Students were responsible for promoting the opportunity, determining criteria for the distribution of funds, evaluating applicants, as well as planning and implementing the function at MONA, where the awardees received funds to carrying out their worthwhile cause.

MANAGEMENT INFORMATION SYSTEMS & Xpanxion

The Collegiate Chapter of the Association of Information Technology Professionals met with Xpanxion for a Call of Duty Modern Warfare 3 party. Attendees had the opportunity to visit with current Xpanxion employees to discuss employment opportunities and obtain career advice.

Are you interested in developing networking and leadership skills as well as applying what you have learned in your classes? Consider joining the Collegiate Chapter of AITP, AMA, or SCM. For more information regarding a major in the Department of Marketing/MIS or to join one of the Department’s student organizations call-308-865-8468.