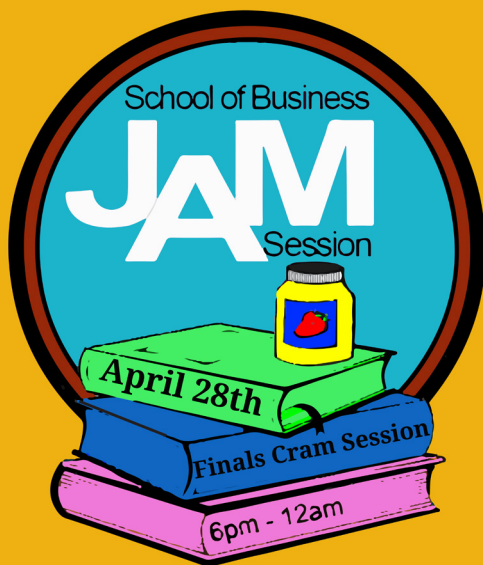


The
School
of
Business
Newsletter

*For Faculty, Staff
and Students*

April 2017
Issue 6



Visit us online at:

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Salt Lake
Community
College



THE BIZ BUZZ

In This Issue

Page 2	Star Student Marvelous Employee
Page 3	Culinary News
Page 4	Wine Scholar Food Drive
Page 5	Faculty in Forbes
Page 6	Finals JAM
Page 7	Shark Tank CSIS 36 hr Game JAM
Page 8	Up Coming BUS Leaders Forum

Send story ideas to sharsten.thompson@slcc.edu

Star Student Recognition

Kaila Doi



I started my college experience at the University of Utah studying Kinesiology. I was invited to join DECA and transferred to SLCC. I have loved the experience I have had the 2 semesters I have been here. It has opened my eyes to many educational opportunities. I have had the opportunity to work closely with Ahmad Kareh and Lon Schiffbauer through DECA. They have been important mentors as they have shared their passion and expertise of the business and marketing world and about helping their students succeed. Through their mentoring, I have discovered new passions and developed new skills that have led me to a renewed excitement about my education and helped me learn more about what I want to do in the future. I recently was able to attend the state DECA conference. This experience helped me to decide to change my course of study. I am now going to be studying business. I plan to return to the University of Utah and study International Business. I am excited to see what the rest of my time at SLCC has in store for me.

Marvelous Employee Recognition

Assistant Professor Ahmad Kareh

Ahmad Kareh, Assistant Professor of Marketing Management at Salt Lake Community College, has been selected as the School of Business Marvelous Employee for the month of April.

What makes Ahmad a “Marvelous” employee? Well, here is a list of “Marvelous” things he is doing for his students, department, and for the School of Business!

“Ahmad has a passion for his discipline and for his students. He provides service to his department, school, and the college. Even though this is only Ahmad’s 3rd year at Salt Lake Community College, he is recognized by his peers as an innovator in his discipline. He has also worked with several of his peers to collaborate on cross-departmental projects and curriculum.

Ahmad currently serves as the Collegiate DECA faculty advisor. He prepares students to become leaders in business and to be competitive in their career fields. He has worked diligently on the redesign of key marketing courses for online delivery.

He has written and been awarded several Perkins Grants, which have provided professional development opportunities for faculty. He is currently collaborating with faculty members from other departments on an online module that will help student with virtual meetings and collaboration on team projects.

Ahmad recently designed a certificate in Digital Marketing with faculty from Visual Art, Communications, and English. This certificate is currently going through the approval process and will hopefully be available to students very soon. He is also working with the Fashion Design program to help add marketing courses into their curriculum.

Ahmad constantly looks for ways to develop his knowledge in the Marketing discipline as well as in innovative teaching techniques and curriculum design. He is currently taking courses at UC Berkeley in online course design and courses at Harvard in Digital Marketing. He has worked closely with the college Curriculum Design teams to make sure his online courses meet the highest standards. He does all of this, while continuing to run his creative marketing agency, Twistlab Marketing” says Barbie Willett, Associate Dean of Management, Marketing, and Legal Studies.



VA Fisher House

SLCC Culinary Students Volunteer

On Thursday March 2nd, Bruce Skinner, Shelbie Boutwell and Brandon Scott volunteered their time to honor retired military members residing at the Fisher House while they are receiving medical treatments. The menu consisted of Pot Stickers, Pad Thai, and Sautéed Chicken in Peanut Sauce. The guests raved about the food and the SLCC Culinary students represented in an excellent and professional manner. It was an honor to serve the guests and to spend time speaking with them about their experiences.

We look forward to the next event!



The National Ability Center

SLCC Culinary Instructors and Students Volunteer

The National Ability Center empowers individuals of all abilities by building self-esteem, confidence and lifetime skills through sport, recreation and educational programs.

SLCC Chef Instructors and students proudly participated as volunteers for this annual event.

Chef Instructors Nancy Carruthers and Cynthia Alberts led our group of students including:

- **Chef Craig Strong, Montage Laguna Beach – Studio**
-SLCC Culinary Institute: Caleb Jones, Allan Perceira
- **Chef Tory McPhail, Commanders Palace, New Orleans**
-SLCC Culinary Institute: Sheila Merlott, Shelbie Boutwell
- **Chef Dalton Campbell, Park City Elite**
-SLCC Culinary Institute: Mary Ryan Kirsch, Jennipher Bowen, Wesley Scholle
- **Chef Timothy Mosblech, Failla Wine**
-SLCC Culinary Institute: Heather North, Liana Scihierholz, Stacy Peronnet



Culinary Arts Adjunct Instructor receives Wine Scholar Guild Instructor of the Year



Wine Scholar Guild honors Sheral Schowe, M.Ed., FWS, as Instructor of the Year and the Art Institute of Vancouver as Program Provider of the Year for 2016!

Instructor of the Year is an award of excellence recognizing creative and effective classroom instruction. The recipient is selected based upon outstanding presentation skills, organization, congeniality and a genuine and spirited joie de vivre—all talents reflected in stellar student evaluations.

Kudos to Sheral Schowe, M.Ed., FWS of Wasatch Academy of Wine, Salt Lake City, Utah, WSG Instructor of the Year 2016!



Food Drive for Granite Education Foundation Sponsored by the MGT Diverse Business Student Class

Donate Non-Perishables to any of the drop boxes in the Business Building. Accepting donations until April 24th.

Items needed most:

- Granola Bars
- Individual Oatmeal packets
- Easy Mac N Cheese
- Crackers filled with Cheese or peanut butter
- Spaghetti O's
- Cup of Soup
- Ramen Noodles



Ahmad Kareh, Marketing Assistant Professor & CEO of Twistlab Marketing featured in Forbes Agency Council

Seven Steps To A Better Integrated Marketing Communications Strategy

It's a question that's been asked many times: If all of your friends jumped off of a bridge would you?

From major corporations to small businesses, jumping on a new trend without consideration for the integrated marketing communications (IMC) strategy is a common occurrence. Each time this happens, I have a very difficult time not quoting my parents.

Having an IMC strategy is the difference between advertising on purpose and getting lucky. An effective IMC will outline a core message, highlight your competitive advantage, address the appropriate target market, and tailor the message to fit supportive media channels. Essentially, the message remains consistent, but the method of delivery will vary across platforms.



Having an integrated marketing communications strategy is the process of resisting a smaller yet immediate connection in order to receive a stronger or more enduring relationship later. Marketing is like a game of chess, which isn't won in a single move; strategy and circumstance also contribute to the outcome. Outlined below are the seven steps that we have adopted at Twistlab Marketing:

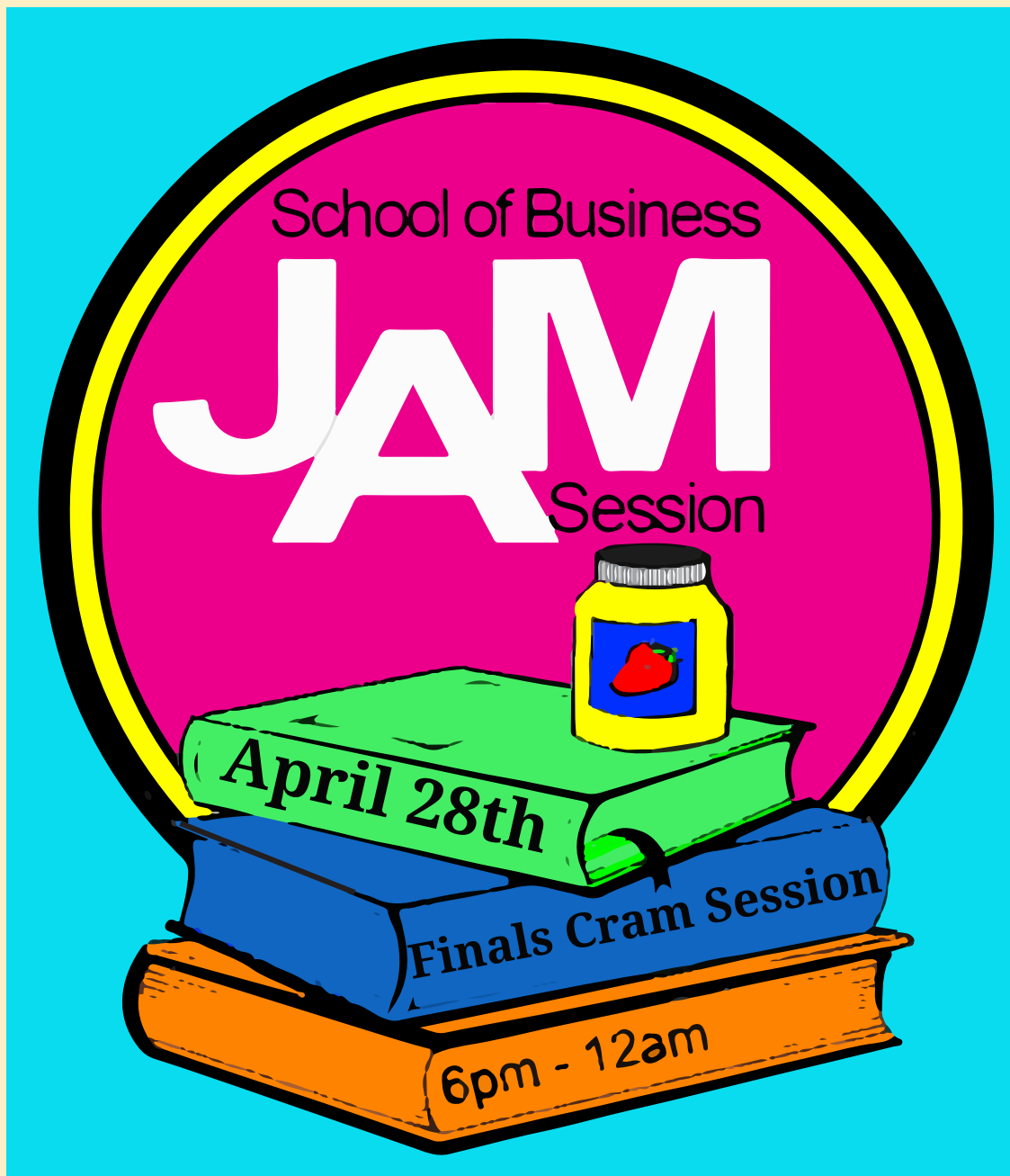
1. Identify campaign goals and potential limitations. Which part of the marketing funnel are you addressing, and what resources do you have access to? Is the purpose of your campaign to boost consumer loyalty or are you looking to build awareness for customers who don't know about your brand? Decide exactly what you want to accomplish with your efforts.
2. Define the target audience. Always ask yourself, "If I would be charged a dollar for every person who would watch my ad, who would I choose to show it to?" Remember, a large slice of the market is better than bits and pieces of the full pie. In the words of Whitney Wilkinson, assistant professor of marketing at Salt Lake Community College, "Selecting a target audience is similar to the choice faced by Goldilocks. The most effective target audiences are not too big, as to lose focus and spread resources too thin, and not too small, limiting potential market size. Defining target audiences who are; accessible, receptive and profitable – is just right. This can be achieved by using consumer insights uncovered in the research process, thinking strategically, and using a data-driven approach."
3. Gain some insight. One of the best ways to do this is with a SWOT analysis. Analyze your strengths, weaknesses, opportunities and threats from the perspective of your target audience. In other words, do your best to answer these questions: What makes you special from your consumer's perspective? What doesn't? What are some external factors and trends that could help or threaten your business?
4. Understand your competition and identify your competitive edge. Perform a SWOT analysis on the competition from the perspective of your target audience. Note that a good competitive advantage has a high barrier of entry. The harder it is to duplicate what sets you apart, the better off you are.
5. Get creative. Creativity is a hard thing to define. People look at it as something you either have or you don't. I honestly don't think that's the case. Creativity is the process of brainstorming a strategy after being well informed about the contributing factors. Emma Farr, marketing specialist at Utah Food Services, said it best: "Creativity is a riddle, and oftentimes the solution is sitting right in front of your face. It's important to remember while in the brainstorming phase that there are no bad ideas. Try not to protect your idea to the point you become inflexible. The more you're willing to dig deep and challenge why an idea will work or not, the faster you are to finding your big idea." Combine things, be adventurous, and have fun with the process.

* To read the rest of the 7 steps go to

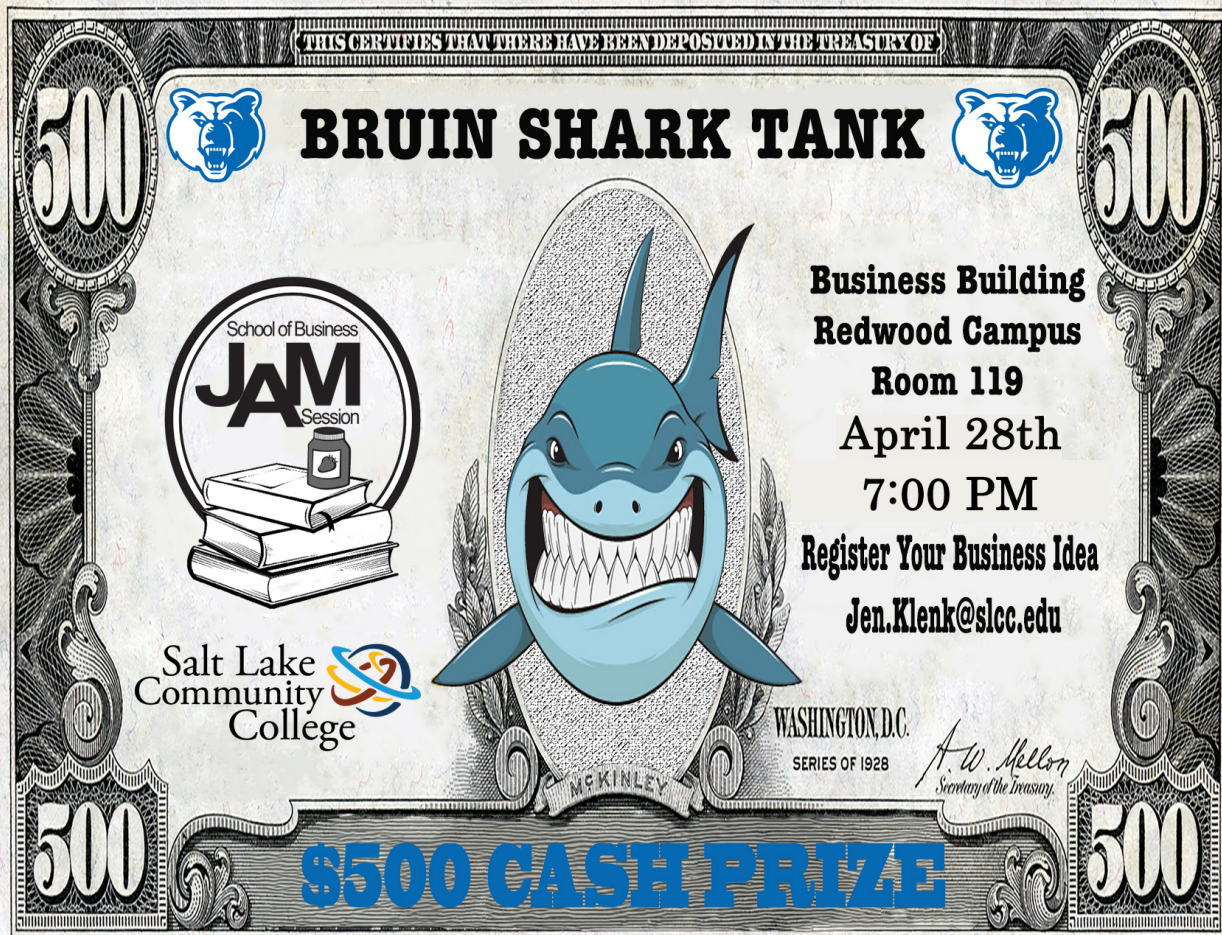
<https://www.forbes.com/sites/forbesagencycouncil/2017/03/16/seven-steps-to-a-better-integrated-marketing-communications-strategy/#731a90b37841>

Mark Your Calendars!

To show appreciation and support of our students, the SLCC School of Business faculty and staff will provide a space for individual or group study in the Business Building from 6 p.m. to 12 a.m. on the night of reading day. Some of our faculty have volunteered to provide test reviews and tutoring for those students who would like a little extra help in preparing for their finals. Ask your Accounting, Economics, Finance, CSIS, Management, Marketing, Legal Studies, and Culinary Arts faculty if they will be there to review or answer questions. Don't miss out on this opportunity to "Take care of business" while having fun in the School of Business.



Mark Your Calendars!



CSIS Game JAM 36 Hours of Coding May 6 -7



Come join the coding marathon to participate in game development, workshops, and FUN!

Build the best game you can in a 36 hour limit.

Games can be developed by individuals or teams.

Open to all undergraduate college students and high school juniors and seniors.

The best projects will be recognized in various categories.

Email: margarethe.posch@slcc.edu

Mark Your Calendars!

Business Leaders Forum

Wednesdays at Noon in TB room 203

April 5	Darren Hunter	CSIS SLCC Assistant Professor
April 12	Lianna Kinard	VP Marketing of the Buckner Company
April 19	Bob Kittell	Inspirational Speaker, Memory Expert
April 26	Johnny D. Christiansen	Chair of SLCC Planned Giving Advisory Council, Owner of One Financial Group



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Business Leaders Forum

Special Edition

Tuesday, April 11th
1:30 p.m.
Technology Building 203

GUEST SPEAKER: Bryan Miller,
author of *Behind the Drive*

The son of self-made billionaire Larry H. Miller, Bryan offers a simple yet profound roadmap for doing “great work.”

Audiences leave empowered to harness their true genius, fuse their passion and purpose, and transcend society’s traditional definitions of success.

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