



BC Chapter of the
American Marketing
Association

FOR IMMEDIATE RELEASE

April 16, 2012

BCAMA's BCIT Collegiate Chapter WINS in New Orleans

The BCIT Marketing Association (BCITMA) achieved outstanding success at the annual American Marketing Association (AMA) International Collegiate Conference in New Orleans—winning the most awards in the club's history! The conference, held in March, was an opportunity for marketing students to network with other students, attend educational sessions, and compete in a number of marketing-related competitions.

Over 1,300 students attended this year's conference, from post-secondary schools in the US and around the world. The BCITMA team included 44 members—the most ever for the school and the most for one school at this year's conference. This year, BCITMA had one of their best overall performances, earning the following recognition, awards and prizes.

Pearson Case Competition

The case competition is the capstone competition of the conference. This year's case was for Pearson Learning Solutions. The BCITMA team submitted a thorough report last December outlining an Integrated Marketing Communications plan for Pearson's new online courses. Of the 48 reports that were received, the BCITMA report qualified for the final round of presentations with 9 other schools. Pearson executives watched ten 25-minute presentations on Thursday. On Friday evening, BCIT was announced the winning team, earning a \$3,000 prize. Pearson judges made note of the professionalism, thoroughness and attention to detail with the team's presentation.

GOLD Chapter

Each Collegiate Chapter in the AMA submits a Chapter Plan in October and an Annual Report in February. Through these, the school chapters document their objectives, plans and successes in Professional Development, Fund-raising, Membership, Communications, and Operations. These reports are scored by 5 to 7 faculty advisors from the AMA; schools are then recognized for their achievements in the various categories. Over 130 Collegiate Chapters submitted plans and reports. Schools that had a high level of success in ALL categories were deemed to be outstanding chapters and were eligible for Bronze, Silver or Gold status while the chapter of the year earned Platinum distinction. This year, BCITMA was recognized with its highest level in years; the team earned a GOLD Chapter Award, placing BCIT amongst the top 5 Collegiate Chapters from across the US.



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Sales Competition

The Northwestern Mutual Sales Competition gives 50 students a chance to show off their sales skills. Students are judged on a number of criteria. This year, after a long absence from the Top 5, BCIT had two members place.

Exhibit Booth Competition

The annual conference opens up with an exhibit booth competition where school chapters are invited to showcase their successes throughout the year, highlight learning in the field of marketing, and celebrate the conference theme. This year's theme was "Marketing: Always Evolving". Forty schools participated. BCITMA's exhibit told the story of "beer marketing" with its sponsor Molson Canadian who provided a tent and giveaway items, along with \$400. For a second year in a row, the BCITMA team captured the top prize, Best Overall Exhibit.

AMASavesLives

The AMA Collegiate Council has established an affiliation with Donate Life America, a not-for-profit organization which encourages people to register as organ donors. Collegiate Chapters are encouraged to promote organ donor registration on their campuses through events and social media activities. There were a number of awards given out which included financial prizes. In total, BCITMA activities in this category garnered \$600.

About BCAMA Collegiate

BCAMA Collegiate Chapters are run by the future leaders of the marketing sector. Events and activities for each chapter are independently managed by current students at a post-secondary institution. Please visit bcama.com for a list of active Collegiate Chapters.

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