IPFW Students Get International Marketing Experience

Fifteen students in the D490 Special Study in International Business class and three faculty members spent 13 days on a study tour of Morocco. The students spent the first days of the trip working with Moroccan marketing research students at Al Akhawayn University in Ifrane (AUI). They tested and refined surveys and focus group plans that were used to collect data in Casablanca later in the trip. In addition to hearing lectures by experts in Moroccan economics and commercial law, the students enjoyed traditional Moroccan cuisine and were welcomed by “haydouss,” a musical performance by men moving shoulder to shoulder to the rhythm of a bendir or frame drum. For more information visit our BLOG!

Congratulations!

The DSB Enactus (formerly SIFE) students won the regional competition in Chicago last week. They will now compete in the nationals to take place in Kansas City in May.

A big thanks to the students for their hard work. Also, want to acknowledge the superb mentoring by their advisor Nan Sunthornpithug. Without her dedication and leadership this would not have been possible. Interested in joining Enactus? For more information please contact Jun Ma at maj@ipfw.edu

Other good news!!! Nicholas Lawrence, our Business student who works with Nan Sunthornpithug on his independent study, won the People’s Choice Award at the IPFW Research Symposium. Way to go... Doermer School of Business!!

Want to Contribute to the BLOG?

The students of the Doermer School of Business are the most qualified to share their experience at IPFW. We welcome you to submit potential Blog entries for students, faculty and visitors to the Doermer School of Business Blog to read. We encourage students at every level to participate! To submit an entry, send an email to busadvisor@ipfw.edu that includes your name, class standing and major, and Microsoft Word attachment.

For more information about this and submission requirements please visit our blog page!

Passport Point Opportunities

April 22, 2013 10:30am - 11:30am
STEPS: Creating a PowerPoint
Kettler Hall, Room G20A - 10 points

April 23, 2013 11:00am - 12:30pm
STEPS: Photoshop 2
Kettler Hall, Room G20A - 10 points

Still looking for passport points? Check out our blog to find other possible events!!