

## New Orleans Case Competition a Success!

On Saturday, November 18, UMO hosted its first internal case competition of the year. Entitled “Renew New Orleans,” the case challenged teams to form strategies to generate tourism in the city, with the winning team advancing to compete nationally through the American Marketing Association. The judges consisted of Rick Cancelliere, Creative Director from JDAnthony and FowardLabs; Dan Wyse, Tepper Marketing President and a former brand manager at Heinz; Claudia Kirkpatrick, professor of business and oral communications; and Uzma Khan, assistant professor of marketing.

Each team came up with its own unique and detailed solution. The participants were:

- Team 1: Brittany Karcher, Ryan Tan, Damian Canetti-Rios, Karina Zhang, and Kenneth Ip
- Team 2: Troy Cox, Naman Kothari, Rex Carazo-Zapetis, Angela Guh, and Andrew Clearfield
- Team 3: Faiz Manekia, Julia Kramkova, Risa Masuda, Megan Larcom, and Mukund Sureshbabu
- Team 4: Allen Yeh, Sunny Shah, Max Kozhev, Sarvil Bahnsali, and Vrushali Paunikar

Congratulations to Team 4 (pictured above), who the judges felt best answered the problem at hand. And thank you to all who participated – you did a great job!



## UMO Teaming up with the Homeless Children's Education Fund

The results are in! After two months of anxiously awaiting news from the American Marketing Association Foundation, UMO's community service grant team finally received word that they were granted \$1000 to execute a marketing campaign for their community service project. UMO's community service grant team is working with a nonprofit organization, the Homeless Children's Education Fund (HCEF), to raise money and collect school supplies and backpacks for children in need in Allegheny County. HCEF works towards providing equal educational opportunities to children in need. They build strong community ties with schools, hospitals, foundations, religious organizations, and corporations. UMO hopes to create a coalition of its own with HCEF.



HOMELESS  
CHILDREN'S  
EDUCATION  
FUND

On Sunday, February 18, 2007, UMO will be hosting the "HCEF Activities Day" in the Connan Room and Wean Commons of the University Center. Various CMU student organizations will help plan events and activities – such as storytelling, arts, crafts, and games – to attract families from the Pittsburgh community. The HCEF Activities Day will also mark the first day of the "Pack-to-School Drive," which is the second of this two-part community service project. UMO will be collecting school supplies and backpacks for the HCEF throughout the week.

For more details please look out for emails regarding the HCEF Activities Day and the Pack-to-School Drive. If you would like to sign up your organization to plan an event/activity for the Activities Day please contact Puja Katariwala at [pkatariw@andrew.cmu.edu](mailto:pkatariw@andrew.cmu.edu). You can also contact Puja if you would like to find out how you, your friends, or your organization can donate a backpack filled with school supplies. We hope to see you February 18th!



## Housing and Dining Case Competition

Last semester UMO members participated in a case competition concerning the revitalization of New Orleans. This semester we're trying something a bit more local. Over the course of the next few months, UMO will be working closely with Carnegie Mellon's Housing and Dining Services to host a case competition directly relating to one of CMU's on-campus dining venues.

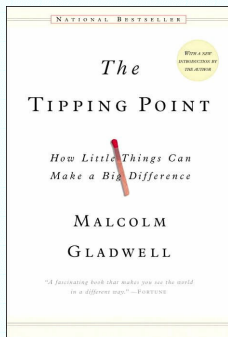
Students will form small teams of five to participate in a competition against their fellow classmates. These teams will work separately to devise a marketing campaign for the venue. The details of the case will be released to all registered participants on Wednesday, March 28. Over the course of two-and-a-half weeks, teams will work diligently on planning a marketing campaign that is high-quality and cost effective. Teams will then present their campaigns on Saturday, April 14, in front of a panel of judges comprised of CMU professors, representatives from Housing and Dining Services, and a marketing professional.

If you have any questions regarding the case competition or if you would like to register to participate please email [umo@andrew.cmu.edu](mailto:umo@andrew.cmu.edu) by Sunday, March 25. This is a competition that you do not want to miss out on!



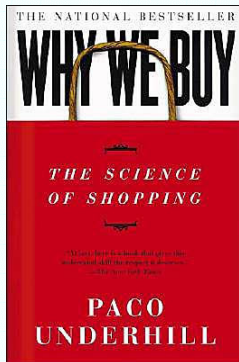
## Suggested Reading in Marketing

Gain additional insight into the field of marketing by checking out these books. In addition, you'll provide yourself with the knowledge to differentiate from others in interviews and networking settings.



### ***The Tipping Point*, Malcolm Gladwell** **How Little Things Can Make a Big Difference**

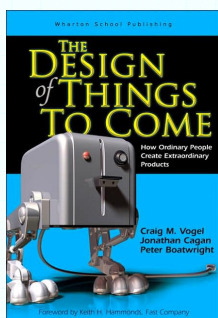
“The Tipping Point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. The widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas.”



### ***Why We Buy*, Paco Underhill** **The Science of Shopping**

“Is there a method to our madness when it comes to shopping? In this witty, eye-opening report on our ever-evolving consumer culture, author and research company CEO Paco Underhill answers with a definitive “yes.” Why we buy is based on hard data gleaned from thousands of hours of field research – in shopping malls, department stores, and supermarkets across America. With his team of sleuths tracking our every move, from sweater displays at the mall to the beverage cooler at the drugstore, Paco Underhill lays bare the struggle among merchants, marketers, and increasingly knowledgeable consumers for control. In his quest to discover what makes the contemporary consumer tick,

Underhill explains the shopping phenomena that often go unnoticed by retailers and shoppers alike.”



### ***The Design of Things To Come*, Craig M. Vogel, Jonathan Cagan, Peter Boatwright** **How Extraordinary People Create Extraordinary Products**

Written by two Carnegie Mellon professors and a professor from the University of Cincinnati, this book will not only give you an insight into product development and innovation, but also into the minds of some of our very own professors.

“Today’s best companies are building products and services that look great, feel great and touch consumers more deeply than ever before. *The Design of Things to Come* reveals who’s doing it—and how they’re doing it.

- You’ll learn how companies are identifying their customers’ most powerful fantasies—and using them to build products that transform their markets.
- You’ll meet the remarkable innovators who are delivering breakthroughs in industries ranging from kitchenware to industrial robots, sneakers to SUVs.

Innovation isn’t just the best way to for companies to stay profitable; increasingly, it’s the only way. Simply put, this book reveals the future of innovation. Whether you’re an executive, entrepreneur, or consumer, you’ll find it utterly compelling.”



### **ComScore Networks Presentation**

On January 24 at 6PM ComScore Networks presented information on their company and their open full-time positions for graduating seniors. ComScore is a market research company providing global Internet information to help companies determine consumer behavior, which is the driver of successful marketing, sales, and trading strategies. A former UMO member, Nick Segalla, now works for ComScore Networks. The company is impressed with the value he has added thus far, and wants to increase their recruiting efforts on campus. Peter Radloff, Senior Technical Recruiter, and alumni Nick presented an engaging presentation about the company. They gave interesting examples about their analysis of MySpace and YouTube and how companies are requesting information surrounding these tools. If you are quantitative and like to problem-solve, then marketing research may be a career for you. Check out ComScore networks at [www.comscore.com](http://www.comscore.com). They plan to return in the fall of 2007 to continue recruiting CMU students. In addition, they are in the process of developing an internship program for underclassmen. Keep checking TartanTRAK for updates!

### **Peter Boatwright: *The Design of Things to Come***

On January 31 at 4PM Peter Boatwright presented on the topic of product innovation. Boatwright has taught a product innovation course for undergraduates in the past, and is currently teaching courses for MBA students. In addition to his role as a professor, Boatwright co-wrote a book, *The Design of Things to Come*. Throughout the discussion, Boatwright referenced examples of companies taking commodities or bland, simple products and successfully using design and innovation to spice them up and make them more marketable. Examples included a waffle iron offered by William Sonoma for \$300, Starbucks Coffee, and the Motorola Razr. Boatwright used humor and relevant examples to engage his attendees. If you are interested in learning more about Peter Boatwright or his book check out the following links:

[http://business.tepper.cmu.edu/display\\_faculty.aspx?id=42](http://business.tepper.cmu.edu/display_faculty.aspx?id=42)  
<http://www.designofthingstocome.com/>

### **Upcoming Events**

#### **February 5**

UMO General Body Meeting  
5:30PM in Simon Auditorium

#### **February 6**

EOC Information Session  
5:00-6:30PM in Margaret Morrison A14

#### **February 8**

Employment Opportunities Conference  
1:00-6:00PM in the UC Gym and Rangos

#### **February 18**

HCEF Activities Day  
1:00-5:00PM in the UC

#### **February 18-23**

HCEF Pack-to-School Drive  
In the UC

#### **February 28**

Megan Malli of Ripple Effects Interactive

#### **March 5**

UMO General Body Meeting  
5:30PM in Simon Auditorium

#### **March 28**

Housing & Dining Case Released

#### **April 2**

UMO General Body Meeting and Elections  
5:30PM in Simon Auditorium

#### **April 14**

Housing & Dining Case Competition

### **Check Us Out Online!**

The Undergraduate Marketing Organization now has a place to call home on the web. Visit our brand-new website to find out who we are, where we've been, and where we're going!

[www.andrew.cmu.edu/org/undergradmarketing](http://www.andrew.cmu.edu/org/undergradmarketing)

### **Not on the mailing list?**

Send an email to [zjb@andrew.cmu.edu](mailto:zjb@andrew.cmu.edu)

### **Questions or comments regarding UMO?**

Send an email to [umo@andrew.cmu.edu](mailto:umo@andrew.cmu.edu)