

Wednesday, January 31, 1990

Marketing audit pays off for winning business students

By SELINA GONZALEZ
Of The Battalion Staff

The work of four marketing students on a class project earned them close to \$2000 in cash and prizes.

Students in Marketing 325-Retailing who entered the Stanley Marcus 6th Annual Retailing Communications Competition sponsored by Neiman-Marcus had the opportunity to win cash and prizes by submitting their fall or summer class project, said Dr. Larry Gresham, associate director of the Center of Retailing Studies.

Gresham said students in the retailing course are assigned to conduct a retail audit of a local business while working in a group of four students. The project is then entered in

the Stanley Marcus Retailing Communications Competition.

This year's winning team — Stuart Smith, Kevin King, Janet Esse and Staci Hampton — was announced Monday at a reception for corporate recruiters, he said.

The team received \$1,000 in cash and a crystal paperweight from Neiman-Marcus prizes, Gresham said. Second prize is \$600 while third place winners will receive \$400.

"The audit entails studying the businesses' competition and marketing strategies while suggesting recommendations for improvements," Gresham said.

The team must design an oral presentation and a written report of the retail audit for the class and for the competition, he said. The competition is based equally on the written and oral reports.

"The purpose of the competition

is to stress the need for students to develop both written and verbal communication skills," Gresham said.

"The competition is based on how the information is presented; not the students' knowledge of the business world."

Of this year's 40 entries, Gresham selected eight finalists. He said two finalists were from the summer Mktg 325 course while the remaining six were from the fall semester.

Gresham said this year's judges consisted of representatives from faculty, Neiman-Marcus, Foley's and the student body.

Staci Hampton from Plano graduated in May with a management degree while Kevin King from Dallas is a senior marketing major. Janet Esse and Stuart Smith, junior marketing majors, are both from Houston.

Give 'em a hand

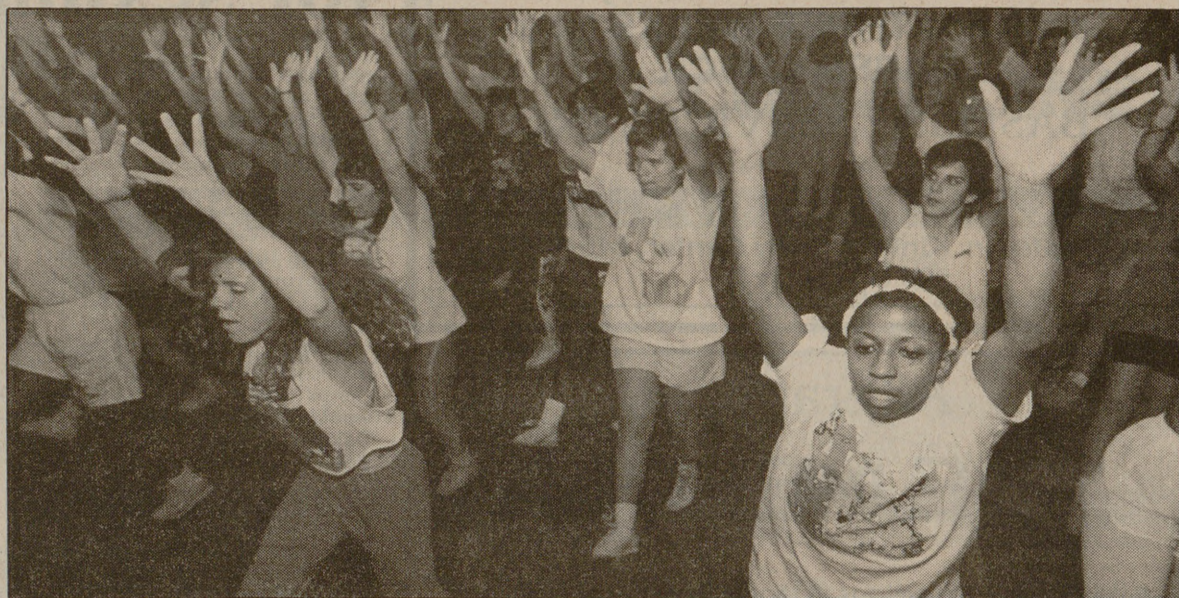


Photo by Phelan M. Ebenhack

Northside residence hall students participate in an aerobics class offered daily in the A-1 lounge.

Presentation looks at problem pregnancy aid, options

By SEAN FRERKING
Of The Battalion Staff

Pregnancy can be a very traumatic experience any time during a woman's life. Judie Bruegger, director of the Brazos Valley Crisis Pregnancy Center, wants every woman to know she has help if she wants it.

"You never know — it may be you, it may be your best friend or it may be someone you know," Bruegger said in a presentation Tuesday night.

She said that even though the center is pro-life, the members of the center do not picket existing abortion clinics and do not try to scare women with gory films on abortion.

Bruegger's presentation was sponsored by Aggies for Life, a pro-life organization on campus that serves as a forum to promote options other than abortion.

Although the center does not perform abortions or refer women to abortion clinics,

it is an option for some women, she said.

Bruegger said the center tries to provide women with as many options as possible.

"We believe we should offer alternatives to abortion," Bruegger said.

One of the programs that the center provides is financial assistance for pregnant women who can't support their children. She said the center can provide clothing for women who cannot afford new garments for their toddlers. Other programs offered to help expecting mothers include helping women graduate from school and find housing and jobs.

Bruegger said the center tries to emphasize adoption and other foster care programs offered by the state. For example, the "shepherd home" program provides housing in homes in the Bryan-College Station area for women during their pregnancies.

Bruegger said adoption is an important option to consider. She said that more than 1.5 million applications for adoptions are not answered because there aren't enough children. Many pregnant women shy away from adoption and have an abortion, she said.

However, Bruegger said, the center does not try to make the woman's decision for her.

If a woman does decide to have an abortion, the center tries to give her a questionnaire to determine the quality of the abortion clinics around the area. Bruegger said many clinics are not safe because the state of Texas does not have any concrete regulations for these medical offices. Some of these clinics are not properly certified, she said.

The BVPCPC offers post-abortion counseling also, Bruegger said, because many women suffer from the same symptoms with abortion as with a miscarriage. While people are sym-

pathetic toward women who suffer miscarriages, society does not tolerate women who have abortions, Bruegger said.

Post-abortion syndrome, an official psychological disorder with symptoms of acute depression and severe suicidal tendencies, is treatable through counseling either at the BVPCPC or at professional counselors.

The center tries to maintain a positive image, stressing abstinence, while offering programs to help women who are making probably the most difficult decisions of their lives, Bruegger said.

The center is supported through donations from the local area. It is incorporated under the Texas Non-Profit Corporation Act and is affiliated with the Christian Action Council. If students have any questions they can contact Bruegger at 846-1097 or call the BVPCPC on its 24-hour hotline at (409) 823-2273.



Photo by Jay Janner

Judie Bruegger



One Per Student

Filled with valuable products and offers from:

Adidas® Cologne, Afta® After Shave Skin Conditioner, American Express®, Certs®, Chapstick® Petroleum Jelly, Dentyne®, Dry Idea® Deodorant, Edge® Shaving Cream, Exclamation fragrance, Personal Touch® Razor, Bic® Parfum, Listerine® Antiseptic, Newsweek®, Sea Breeze®, Right Guard® Deodorant, Silkience®, Western Union and others.

AVAILABLE AT:

The Kyle Field Gift Shop



Hours are Mon.-Fri., 8 a.m.-5 p.m.

(409) 845-3340

CAMPUS TRIAL PAK™

TWO MEDIUM PIZZAS
With Cheese & 8 Toppings
ONLY \$ 8.88 Plus Tax
NO COUPON NECESSARY!
No substitutions, additions
or deletions
LIMITED TIME OFFER!

**Northgate Now Delivers to Campus
Delivery Charge \$1⁰⁰**

FREE BUY ONE BABY PAN! PAN! & a 16 oz. soft drink \$1.89 plus tax Not valid with any other offer. One coupon per customer. Carry out only. B-T-01-31-90 Expires: 02-28-90	TWO PIZZAS with cheese Small \$5.25 Medium \$7.25 Large \$9.95 Not valid with any other offer. One coupon per customer. Carry out only. B-T-01-31-90 Expires: 02-28-90	TWO PIZZAS with cheese and three toppings Small \$7.75 Medium \$9.75 Large \$12.75 Not valid with any other offer. One coupon per customer. Carry out only. B-T-01-31-90 Expires: 02-28-90	FREE BUY ONE Sandwich GET ONE FREE! \$2.99 Not valid with any other offer. One coupon per customer. Carry out only. B-T-01-31-90 Expires: 02-28-90
---	--	--	--

NORTHGATE 268-0220 University & Stasney	COLLEGE STATION 696-0191 SW Parkway & Texas	BRYAN 776-7171 E. 29th & Briarcrest
---	---	---

Little Caesars' Pizza

The Advantage is yours with a Battalion Classified.

Call 845-0569