

Manitoba Marketing Competition

Each year, the University of Manitoba Marketing Association sponsors the Manitoba Marketing Management Competition, which has now grown to become an international event. In its fifth year of existence, the Competition is run by students of the Faculty of Management with much support from the Department of Marketing.

The basis for the Competition is a highly interactive computer simulation. Students will be required to use all their marketing knowledge to analyze a complex situation, formulate and implement a strategy and adopt that strategy to a highly competitive environment. This strategy, in competition with others, will be graded by an impersonal "world" rather than by a professor. If their analysis and strategy receives a good grade, then they will concentrate on perfecting it. If they receive a bad grade, then they will be able to reformulate their strategy and try again. Educationally, everyone wins in this Competition.

an international event

A number of preliminary decisions are made by each team during the fall semester. The first decision was due on Friday, October 10 and weekly decisions have been due every Monday since then, from each team. These activities all culminate in a Competition Finals weekend in Winnipeg, January 15 to 18, 1987.

At the Finals, each team will make a formal presentation to a Board of Directors. Each team will attempt to convince

hard-headed, no nonsense, experienced managers of the superiority of their marketing program. Realizing the importance of these presentations, students work long and hard to formulate and deliver a superior board presentation. The Board of Directors is comprised of leading businessmen and senior educators in Win-

nipeg.

As stated previously, the Competition is an international event, involving teams from universities from all over North America. The teams each consist of four undergraduate business students and a faculty advisor. The teams are then divided into four industries containing

five teams each. Competing this year, are teams from:

Acadia University
Bemidji State University
Bowling Green State University

Brock University
Florida Atlantic University
George Brown College

University of Moncton
University of New Brunswick
North Dakota State University
Saginaw Valley State College
Saint Leo College
University of Saskatchewan
University of Virginia
University of Windsor

plus five University of Manitoba teams.

Adventure in Arts and Crafts

To make winter more enjoyable, the University of New Brunswick in Fredericton is offering a number of learning adventures in arts and crafts.

First-time voyagers into drawing and painting can discover its joys with Brigid Grant. Sampling oil, acrylics and water colors on a variety of subjects, including still life and the live model, will help beginners find their own individual expression.

Explorers yearning to visualize artistic ideas and imagery and to experiment with mixed media along the way may sign up for the course, Developing Personal Imagery in Art, offered by Nora Gaston.

An expedition in alternatives to conventional ways of making art, releasing spontaneity and inventiveness, and finding new areas of personal expression is being led by Rick Burns in his course, Mixed Media Painting. Meanwhile, Stephen Scott will take travellers serious about learning how to draw through a course on fundamental skills.

Tours of local galleries will be guided by art critic and

writer, Christina Sabat. Ideas, impressions and information will be exchanged.

For those with a taste for the exotic, two trips with an Eastern orientation are available. Bookings are being taken for origami, the ancient Japanese art form using paper to make shapes, such as birds, flowers and animals. Joan Meade will assist the adventurous in two successive courses at the novice level.

To journey from admiring to creating beautiful handwriting, garments, and jewellery, the apprentice might sign up for Calligraphy with Henry Williams, an Introduction to Jewellery with Ken Valen, or one of two sewing courses offered by Ellen Pach.

All of these non-degree excursions in arts and crafts are affordably priced in the \$48 to \$90 price range. A seat will be

reserved for you at your local travel agent on campus in Room 121, MacLaggan Hall. Information may be obtained by writing to the Department of Extension and Summer Session, University of New Brunswick, P.O. Box 4400, Fredericton NB E3B 5A3 or by telephoning 453-4646. Hours are 8:30 am to 9 pm Monday to Thursday and to 5 pm on Friday.

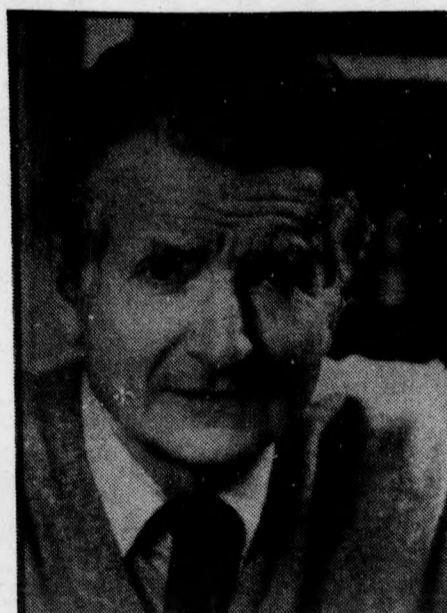
Sign up now for your winter learning adventure.

Karel Wiesner Dies

By TRACIE CHEEVERS

Karel Wiesner, one of Canada's leading chemists, and the first Maritime scientist to receive the Izaak Walton

Killam Memorial prize for distinguished lifetime achievement, passed away at his home Nov. 28 after a long illness.



Karel Wiesner

Wiesner also made monumental contributions in the synthesis of organic molecules.

Dr. Wiesner served as an associate director of research with the Ayerst Research

Laboratories in Montreal from 1962 to 1964. When he returned to U.N.B. in 1964 his attention was given to the field of heart-active steroids. He prepared many chemical derivatives of the drug digitalis and made contributions to synthetic methodology and to medicinal chemistry in the digitalis field.

received numerous awards

Dr. Wiesner has delivered lectures on his many fields of interest in Canada, the United States, the United Kingdom and Europe. He has written nearly 200 scientific papers since 1942 and has received numerous honors in recognition of his many contributions including being named university professor, the highest honor U.N.B. accords its working professors.

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