

# UNB 2nd at international marketing competition

(UNB-PRI) Four business students from the University of New Brunswick in Fredericton have proven that they can hold their own with their peers around the world. They recently captured second place at the International Marketing Competition '92 held in Winnipeg, Man.

"The calibre of competition was so high that the judges had to vote three times to determine a winner in the final competition," said Ross Darling, the UNB business professor who advises the team.

The team members - Tammy Martin of New Denmark and Veronica Burpee, Dave Bard and Tony Saad, all

of Fredericton - are senior students in UNB's bachelor of business administration program. During the four-day competition they matched wits with 15 teams from Germany, Malaysia, Canada and the United States.

"The competition actually started last October with a marketing computer simulation," explained Ms Martin. "The simulation consisted of four industries, each with five teams. When we arrived in Winnipeg, we had to present the marketing strategy that we prepared for out industry to a panel of judges in competition with the three teams in our industry." By winning this

preliminary competition, the team was able to advance to the finals.

Prof. Darling has been using computer simulation as a learning tool in the faculty of administration for more than 15 years. "It's different every time, depending on the attitude and competitiveness of the participants.

"This year's team is the most successful we've had." Their trip to Winnipeg was sponsored by Fredericton businesses White's Woodworking and the Hilltop Pub as well as UNB's Associated Alumni, faculty of administration, business society, and dean of students office.



Those participating in the competition for the UNB team were (l-r) Dave Bard, Tammy Martin, Veronica Burpee, and Tony Saad. Seated is the team's faculty advisor, Professor Ross Darling. Joy Cummings-Dickinson photo.

## News Notes

### Rally '92 - Notice change of date

#### Press Release

The date for the Rally '92 "Count Women In!" has been changed to **Thursday April 2**, due to the fact that the New Brunswick Legislature will not be sitting on the previous date. Women are invited to rally on April 2 at 11 am at the Legislative Assembly in Fredericton. A march to the Monsignor Boyd Centre will follow for luncheon, with elected representatives.

### Civil Engineering senior report conference news release and PSA

#### Press Release

The University of New Brunswick (Fredericton Campus), Department of Civil Engineering is holding a Senior Report Conference.

The conference will take place in selected rooms of Sir Edmund Head Hall on April 1, 1992 from 8:30am to 5:00pm. Admission is free, refreshments will be served, and the public is welcome.

Senior students have been completing research projects during the last four months under the supervision of individual faculty members.

### Student Awareness In Science

#### Press Release

Student Awareness In Science will hold its 2nd meeting on Monday, March 23, at 6:00 p.m. in room 261 Marshall D'Avray Hall. All are welcome. For more information do not hesitate to call Keith Wilson at 457-5606.

### Business Society executive elected

#### by Brigitte Menard

The UNB Business Society would like to congratulate the winners of the election held last week. Next year's executive consists of:

- President - Lynn Weston
  - Vice-President - Trisha Leaver
  - Treasurer - Shannon Hawkins
  - Secretary - Pat O'Donnell
  - V.P. Special Events - Trevor Daigle
  - Sports Rep. - Gary McDonough
  - Newsletter Editor - Chris Rossiter
- Thanks to all those who voted.

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