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4 June, 2019

SWOSU Marketing Students Win International Innovation Competition



Southwestern Oklahoma State University students Cheyanne McMullin (middle) and Regan Matthews discuss their ACBSP submission in class with Assistant Professor Dr. Amanda Evert.

The Accreditation Council for Business Schools and Programs (ACBSP) recently announced that Southwestern Oklahoma State University (SWOSU) marketing students Cheyanne McMullin of Elgin and Regan Matthews of Minco are winners of its first ever Innovation Challenge.

ACBSP is a global business accreditor with more than 1,200 member campuses in the United States, Latin America, South Asia and Canada. The ACBSP Innovation Challenge required college students to create a 5-minute video with ideas for how to enhance the ACBSP brand worldwide.

The SWOSU student video submissions for the competition were created as part of a service-learning project in Assistant Professor Dr. Amanda Evert's SWOSU Promotional Strategy class on the Weatherford campus. The class of 38 students submitted 11 innovation videos to the first round of the competition. In the second round, seven SWOSU students were part of two teams who were selected for the finals. The final round included a social media contest where students used their online marketing skills to share their videos in an effort to earn the most audience engagement, which was measured in likes, shares and comments.

"SWOSU was well represented at this international marketing competition," Evert said. "The SWOSU students come to class with an amazing work ethic and a determination to excel. It is great to see them getting international recognition for their efforts."

The winning SWOSU submission was created by McMullin and Regan Matthews for an international event planning internship, which was popular with the judges, students, professors and community members.

"This has been an incredible opportunity to apply knowledge from the classroom into a real-world project," Matthews said. "We are thrilled that our contest submission idea for a new internship program will be implemented into universities so that other students can gain experience and learn the background of the event planning career field. This has been an exciting journey, and we can't wait to see what the future holds for this project."

McMullin and Matthews will travel to Houston on June 22-24 where they will share their winning video submission at the ACBSP Conference.

"Being the first group to win the ACBSP Innovation Challenge is truly an honor," McMullin said. "We worked really hard on this video and are so excited to be able to present this at the conference. We hope that this gets students involved and to learn more about ACBSP."

The students will be featured at the Salute to Regions Ceremony and will formally be recognized for their accomplishments.

"I am so proud of Regan and Cheyanne. This is just one example of what SWOSU students can achieve when given the opportunity," said Everett Dobson School of Business and Technology Associate Dean Dr. Patsy Parker. "Dr. Amanda Evert constantly challenges her students with opportunities to work in business settings."

Parker said she has heard students say that they feel more prepared to enter the work force after completing the projects in Evert's classes. She said McMullin and Matthews are wonderful representatives of the Everett Dobson School of Business and Technology. The Accreditation Council for Business Schools and Programs (ACBSP) recently announced that Southwestern Oklahoma State University (SWOSU) marketing students Cheyanne McMullin of Elgin and Regan Matthews of Minco are winners of its first ever Innovation Challenge.

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