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Exploring How Research Engagement Influences Career Mobility among Diverse Student Scholars Alumni

Zoie Hing, Karen Anderson, Mindy Vo, & Jeanetta Sims

Abstract

Diverse Student Scholars is a program that provides student research engagement opportunities targeting women and people of color. Through 20 interviews with the program's alumni, this project explores how undergraduate research engagement influenced their career mobility, which has not yet been explored in this undergraduate research program. Understanding career mobility will assist students, faculty, and program directors in marketing the value of research engagement to students and to potential employers.

Exploring the Impact of Diverse Student Scholars on Career Transferable Skills Development among Alumni

Jeanetta Sims

Abstract

Diverse Student Scholars provides research engagement to women and people of color at the University of Central Oklahoma. Through 20 interviews, this project explores career transferable skills among Diverse Student Scholars alumni, which has not yet been examined in undergraduate research. Exploring the impact of career transferable skills will provide students and faculty an understanding on the importance of undergraduate research and communication skills in future professions.

Exploring Post Baccalaureate Impact of Research Engagement among Diverse Student Scholar Alumni

Jeanetta Sims

Abstract

Diverse Student Scholar Research Engagement is the process of preparing the student for post baccalaureate existence, enhancing the students cognitive, affective, and behavioral skills, related to research and professional career preparation. This study will show how research engagement has impacted the diverse student Scholars personal and professional lives, post-graduation. Revealing nurtured skills that have released abilities to interact and work with people whose backgrounds are different from their own, and why is this important.

The Effect of LGBTQIA+ Support on TTRPG Companies' Social Media Engagement

Dillon Martone

Abstract

Since their first bout of popularity in the 1980s, tabletop roleplaying games (TTRPGs) have been notorious for attracting, advertising toward, and being gatekept by a specific demographic: straight men. However, in recent years, TTRPGs have enjoyed a secondary boom thanks to a combination of a simplified ruleset, popular podcasts, and the progressive policies and expanded target clientele of companies like Wizards of the Coast, who produce Dungeons & Dragons. Through analyzing the pro-LGBTIA+ social media content of Wizards of the Coast and its competitors, it can be determined if supporting this community has had a positive, negative, or alternative effect on their engagement and the perception. Given the company's recent pivot toward inclusivity and expansion of its customer base, it can be expected that catering social media posts toward a marginalized community hungry for representation will increase its net engagement (likes, reposts, and comments) as well as positively affect its reputation. Specifically, Twitter will be used as the basis for recording the social media data, and each company's June (Pride Month) posts from each year dating back to the respective account's creation will be analyzed and sorted by amount of likes, re-tweets, and comments. The conclusions drawn from this research can assist companies in the industry with identifying gaps in their representation as well as bring awareness to a trend that can affect profits and the size of a

Evaluating the Marketing of Triad Fitness Supplement Nutrition: A Comparison between Social Media Target Audiences

Chavan Sampley

Abstract

Triad Fitness Supplement Nutrition is a supplement shop located in Northwest Oklahoma City with a mission statement to fulfill their customer's potential. They strive to educate customers with their National Academy of Sports Medicine certified employees by implementing meal plan advice, workouts, and supplement guidance. Their target audience ranges from youth athletes fulfilling their potential to elderly citizens looking to improve their health. The key to reaching Triad's ideal target market may lie between reaching their Facebook and Instagram audiences. We will inspect previous posts to analyze likes, shares, views, and comments to help improve both their Facebook and Instagram marketing. After conducting an in-depth evaluation, we will demonstrate what improvements could help Triad communicate with their current and potential clients throughout both social media formats. This will not only be applicable to Triad, but other local businesses and baby boomer generation to have a better grasp on using social media to reach their prospective clients.

Instagram Marketing in the Wedding Venue Industry

Katrina Wichert

Abstract

In the last decade, the wedding industry has been growing more popular and profitable, a huge reason being social media. Southwind Hills, Rosemary Ridge, and Spain Ranch are three examples of successful wedding venues in Oklahoma. The different marketing strategies each venue uses on their Instagram accounts can be evaluated to determine which types of posts are most successful. General engagement and captions are variables that determine how new posts do. Many people use Instagram to chronicle their lives and a large part of their lives could be a wedding. Knowing potential venues can increase interest, showcase different wedding styles, and determine reputation. This research can be used for both new and old wedding venues alike, as well as other vendors in the industry, by potentially increasing profits, clientele, brand, and popularity.

Soda Companies Market Water and Tea: An Instagram Content Analysis of Beverage Marketing

Madison Boothe

Abstract

Pepsi and Coke have brand extensions in traditional soda, water, and tea product categories. The Instagram marketing tactics for their six specific products are beneficial to the company's water base. Pepsi, Aquafina and Gold Peak are brands owned by the Pepsi Company. Coke, Dasani, and Pure Leaf are competitor brands owned by the Coca Cola Company. Analyzing Instagram posts of three competing products from each brand can predict future engagement numbers and consider factors that impact brand loyalty. Comparing brand performance using engagement as a common trait can determine which brand and product are most popular. The data derived from these calculations will support predictions relating to bottled water marketing strategies and how brand loyalty might affect outcomes. This study provides information that can be used to improve Instagram marketing for companies that already offer brand extension products or are considering new product offerings.

College Students Fighting Hunger

Raven Cabrera

Abstract

A group of students conducted a feasibility regarding an on campus Food Pantry at Cameron University to address the problem of food insecurity among students. The study resulted in a partnership with a local food bank to provide services for students in the area. The ramifications of food insecurity include poor academic performance and students unable to persist in their college education. This presentation shares the results of this project with an emphasis placed on the utilization of writing and communication skills to convince administrators and the community to endorse the project.

Effective Promotional Strategies That Increase Adoptive Homes For Teens In Foster Care: A Guide For Future Initiatives.

Cameron Herrera

Abstract

More than 100,000 children in foster care need to be adopted or have yet to find a suitable and loving home. Our goal is to find the best marketing procedure to better the chances of teens being adopted. There are three different type of adoption recruiting methods. Child specific is a method used for seeking out a family for a specific child. General recruiting methods are mainly based on the public and focus on needs of adoptive families. Target recruiting methods focuses primarily on “adolescents of Hispanic youth.” Our group has decided to look into National and State campaigns using specific promotional strategies. We measured which promotional strategies have worked most effectively that could better and increase teen adoption from foster care. The “General” adoption recruiting method has become most effective especially when it is used by local marketing platforms such as social media. We are going to take an over look at promotional strategies that have increased awareness, overcome stereotypes, and ultimately increased the number of teen adoption from foster care based on these specific promotional strategies. No child should grow up without a family and our goal is to increase awareness and help solve the problem of teens aging out of foster care without a family by showcasing and highlighting effective promotional campaigns.

Application of Consumer Perceptions on Printed Media Campaigns Promoting Healthy Eating in Cafeterias

Shelbey Trawick

Abstract

This literature review studies the effects and consumer perceptions of printed media campaigns on promoting healthy choices in different cafeteria settings. The American College Health Association reported that the number of overweight and obese undergraduate students increased by seven percent from 2010 to 2015. This statistic became the basis of many studies that examined the effectiveness of different promotional strategies on food choices in cafeterias. Three primary healthy eating campaigns were highlighted in the literature: traffic light labeling systems, choice architecture, and healthy eating plate diagrams. While research findings suggested these campaigns did not appear to have a significant effect on food choice, the limitations discussed in the studies - along with feedback supplied by surveys and focus groups - provide insight into how to best implement similar printed media campaigns without patronizing students or losing the purpose of the promotional strategies. The findings of this literature review will be used to implement a media campaign at Southwestern Oklahoma State University to promote healthy eating choices on campus.

How Social Media (Facebook) Affects the Impact of Real Estate Bubble on Home Ownership Cost in India and Dubai

Ali Musaqlab

Abstract

The real estate bubble has affected housing prices in both Dubai and India. The prices went so high in recent years to a level that they cannot be supported anymore. Factors that may have contributed to this include high demand, high dispensable income, and rapid economic development. Our company, Rocky Properties, relies on Facebook as a social media platform for marketing. This tool allows us to position the company better because they serve the purpose of creating a bond with the target market through the creation of the necessary trust. This research study seeks to establish how Facebook as a social media marketing tool plays a role in the influence of the real estate bubble on the cost of homeownership for Rocky Properties in the two regions - India and Dubai. Facebook has increased our company's visibility. This is achieved through the use of Facebook business pages to share pictures of the houses on offer for the customers. The managers can gather consumer information that can be used in pricing. Also, information from potential buyers will help in generating key messages that will attract home buyers and fight off price competition. The platform provides reliable means to engage with the customers personally through the comments section rather than the use of automated messages. This creates an environment of trust between the clients and the seller.

(Inter)National Basketball Association: A Case Study of NBA India's Instagram Marketing

The National Basketball Association (NBA) has the strategic plan to expand the game globally.

Madison Woods

Abstract

Specifically, Commissioner Adam Silver is pushing for growth of the NBA brand in India. The NBA, just this preseason, hosted a game, community events, and other activities within the country. We are investigating the difference of activity of the NBA and the NBA India pages on Instagram. The followers of the pages are massively different, with the NBA having 44.2 million followers and the NBA India page having just 233,000 followers. Given that there are more than 1.3 billion people in India, this appears to be a very small portion of the possible target audience. With the start of the pages only being a year or less apart, NBA India is posting around 2.5 times less than the NBA. Part of the low number of Instagram followers could be the relatively low number of posts shared on the Indian Instagram page. Investigating differences in types of posts and viewer interactions may provide a better understanding of new tactics that could be employed on the NBA India Instagram page and help Adam Silver achieve his goal. Although we do need to consider that the NBA page is not exclusive to the US alone, conducting this research will benefit both the NBA and India by growing the popularity of the amazing sport of basketball.

Evaluating the Facebook marketing campaigns of Lucky Star Casinos in Oklahoma

Samantha Waterman

Abstract

Lucky Star Casino has six locations throughout western Oklahoma. Social media has become a big resource for boosting advertisement and marketing for businesses.

The objective of this research is to analyze Lucky Star Casino's Facebook pages to show a comparison between promotional advertisement and customer testimonials.

The content analysis will cover the promotions advertised from October through December of 2019 as those are considered the biggest holiday months of the year. It will compare interactions between advertisements posted and the testimonials that follow on the same day or week.

Results will show which promotions significantly increase engagement, and which promotions have the tendency to lower engagement.

In the end, this study will provide strategies on how other casino social media administrators can better compose social media content to improve engagement, to better market their offerings, and to increase the reach of their posts.