

On the Fast Track

STUDENTS LEARN ABOUT SPORTS MARKETING AT THE CALIFORNIA SPEEDWAY

The sights, sounds and pounding energy of NASCAR racing at the California Speedway serves as a unique classroom for the students of Professor Tom Boyd's sports marketing classes. As part of the pilot program for what he hopes to be an ongoing relationship between his class and the California Speedway, students toured the track and experienced a race for themselves as part of a class project.

"NASCAR events at California Speedway are much more than a sporting event, they are an all-day experience," says College alumnus Matt Paye '05 (MBA), director of consumer marketing for the Speedway. He brought the idea to Boyd, his former professor, as a way to give students exposure to the business of the largest spectator sport in the United States.

"The amount of energy that goes into developing and implementing strategies to promote an event of this size can't be communicated through a book or only taught in a classroom," says Paye who attended the class three times during the fall semester to talk about California Speedway's strategies for reaching customers. At the end of the semester, the students' research was presented to him.

This semester, the students continued the collaboration by attending the 2008 West Coast premier of NASCAR at the track. They are studying the Speedway's "sportscape" to link theories from the class to their project's focus on the speedway's key demographic. ■

California Speedway in Fontana is a case study for marketing students.



New Equipment BRINGS DIGITAL MEDIA TO MARKETING CLASSES

It's fast, it's flexible, it's inexpensive, and customers can have it on demand. What is it? It's digital media: video, audio and animated messages delivered via e-mail, cell phones, Web sites, PDAs, CDs and DVDs. Thanks to an information technology grant, students in Mihaylo College marketing classes will have access to the technology necessary to create today's business communications tools of choice.

New equipment – including digital cameras, voice recorders, Webcams and editing software – will allow students to produce digital presentations, resumes, advertising promotions and marketing campaigns that reflect their technological prowess and provide them with substantial portfolios. "The digital platform is rampant in the advertising and marketing world,"

says Catherine Atwong, associate professor of marketing, who proposed the grant. "We want our students to continue to be ahead of their peers in hands-on training and experience." ■

Marketing students will benefit from a grant for digital communications technology.

