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## **Bryan Program Wins First Place in National Competition**

**GREENSBORO** – Students at The University of North Carolina at Greensboro’s Bryan School of Business and Economics have turned a competition with a national automobile manufacturer into a national prize for the school.

Bryan School students won first place in the General Motors Marketing Internship Scholastic Achievement Award Competition, an annual event sponsored by the car manufacturer and EdVenture Partners, which works to build partnerships between industries and educational institutions.

As part of an upper-level marketing and promotions management class, students led by faculty member Dr. N. McMillian devise a marketing program for a local GM car dealership. During the course of the program, students research awareness of the dealer in the area, design and implement a marketing plan and then research whether the plan raises awareness of the dealership in the area.

GM and EdVenture Partners judge the different schools on how the effectiveness of their marketing plan.

The Bryan School beat out 14 other schools from around the country to win first place in the competition.

“We are all proud of and congratulate the Bryan School team for their first place finish in this competition,” said Dr. Jim Weeks, dean of the Bryan School. “This is yet another indicator of the high-quality programs and students in the Bryan School.”

McMillian believes the program and competition allow students to put classroom academics to practical use in the real world.

“It’s a good program because it looks at the way we really do things in marketing,” he said. “If you are doing marketing research in the classroom, that’s one thing. It’s an entirely different matter when you actually get out there in the real world and use the skills you’ve learned in the classroom and put that marketing intelligence to use.”

In addition to winning a national competition, the school received a check for \$1,500, which McMillian said would go back into supporting the program at UNCG.

“We at General Motors are extremely impressed by the professionalism of your students and the original, creative ideas they presented. Placing first out of 14 total participating schools is a huge accomplishment,” wrote David Borchelt, the regional general manager for General Motors in his letter announcing the prize. “We look forward to partnering with you and the University of North Carolina at Greensboro again in the future.”

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