

Stillman News

Market Research Center Hosts First Ever Pirate's Pursuit Case Competition

By Jaclyn Marciniak,
Stillman News Editor

All Stillman students are aware that they need to complete the Stillman Assessment to graduate, but many do not know the variety of opportunities that are available to students to complete their assessment.

In addition to the traditional assessment presentation and the Johnson and Johnson Case Competition, Professor Adam Warner and his Market Research team have created a unique opportunity for students to participate in.

This is the first year the Market Research Center will be holding Pirate's Pursuit, a case study competition.

Students can sign up in teams of three to five students or as an individual and they will be placed on a team. This case competition will give students the chance to be involved in a real life business situation.

According to Professor Warner, Pirate's Pursuit was created to not only add another option for Stillman Assessment but



Market Research Center has provided a case presentation opportunity for students to participate in order to fulfill the presentation portion of their Stillman School sophomore or senior assessment.

also give students a chance to learn more about market research.

Warner and the Market Research Center students believe that by participating in the competition students will gain hands on experience in working with a business to solve a problem. While the competition is designed to be challenging, the hope is that students enjoy themselves as well. Students will also have the opportunity to work with business executives and gain insight and feedback on their performance.

Professor Warner believes that the

competition is a great introduction to anyone who is interested in market research.

"Students will be responsible for organizing and holding a focus group and conducting surveys. They will then be challenged to analyze their data and pick out key insights to make certain business recommendations," Warner said.

The competition will be judged based on each team's ability to think critically, collaborate, professionalism, quality of the presentation, and the ability to think on their feet during the question and answer

session. The judges include representatives from the Market Research Advisory Board, business executives, Seton Hall alumni, and faculty.

Professor Warner encourages all students who are interesting in joining that they keep an open mind and are prepared to work together with their team.

The first place team will take home a cash prize of \$600, the second place team wins \$300, and the third place team wins \$100.

For any students that are interested in registering for the competition, the registration form can be found at: <http://www.shu.edu/academics/business/market-research/market-research-case-competition.cfm>

Registration ends on Thursday, January 29 at 11:59 p.m. Any questions can be directed to Professor Warner or Dean Onimus.

Contact Jaclyn at jaclyn.marciniak@student.shu.edu

Stillman Standout: Danielle Malabuyoc Pursues Semester Abroad in London

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The lectures can go anywhere from an hour and a half to two hours, and seminars are usually an hour to an hour and a

Photo Courtesy of Danielle Malabuyoc



Danielle poses in front of the historic Tower of London.

half. For the most part, there are also no assignments to be turned in every week. The grading is usually split into two components: exam and projects/assignments.

Everything is due at the end of the course so procrastination is not really an option. For grading, the module leader and seminar tutor give you a grade, but then it is sent to another grader to make sure there is not biased grading taking place. It reminds of AP/IB exams.

It's also a lot of self-learning and responsibility, since assignments are not handed in on a weekly basis. It really is up to the student to whether they are going to stay on top of their work or wait until Reading Week to finish everything.

Q: Do you have any plans to travel

to other countries while you're in London?

A: I have an entire list of places I'd love to see such as Amsterdam, Ireland, Barcelona, etc. Luckily, I have all of April off for spring break as well as May (if I don't have exams) so I plan to do most of my traveling then. With my specific program, I will be going to Scotland and Morocco in April, so that's pretty exciting.

For someone who hasn't been out of the country, I want to take every opportunity to travel while I still can. I know it's a long way from now, but I'm planning to do an EF college break tour in December with my friend, Danielle Andreani. The travel bug has definitely gotten a hold on me and I'm very grateful for this opportunity.

Q: Do you recommend for other students to take the opportunity to study abroad?

A: Absolutely! When I talk to people who didn't study abroad in college, they say that's what they regret not doing the most. Even if you're a homebody, it's an amazing opportunity that students should definitely take advantage of. It's a whole different ball park, to be away from home for four to five months, but it's definitely worth it. It's a way to see the world and go to places that you would never go otherwise.

I, for example, would have never thought of going to Morocco. But yet, in April I will be riding camels, sleeping in tents, and seeing the sunrise in the desert. I would also suggest to start early and talk to the academic advisers to get all the paperwork in place. It is definitely a bumpy process but think about this way: This time, next year, you could be London, Thailand, or maybe even Morocco!

Contact Jaclyn at jaclyn.marciniak@student.shu.edu

Career Fair Prep & Resume Review Clinic

- ◆ Get feedback on your resume
- ◆ Practice your 30 Second Pitch
- ◆ Update your LinkedIn profile and take a new professional photo
- ◆ Learn how to navigate a career fair

Thursday, January 29
University Center, Main Lounge
4:00-6:00 p.m.

Professional Dress Recommended

Prepare for the
Spring Career and Internship Fair
on Thursday, February 5



THE CAREER CENTER
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Stillman Reminders

Wednesday, January 28

Office of the Comptroller of the Currency visits SHU - 7:00 p.m. at Trading Room (Finance Club Event)

Thursday, January 29

J&J Case Competition Kick Off - 6:30 p.m.
Pirate's Pursuit Registration - Ends at 11:59 p.m.

Monday, February 2

Essex Group visits SHU - 7:00 p.m. at Trading Room (Finance Club Event)

Wednesday, February 4

Stillman Undergraduate Scholarship Applications - Due at 4:00 p.m.