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IWU Senior Friedman Wins Marketing Award

Meg Dubuque
Illinois Wesleyan University

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Contact: Meg Dubuque, (309) 556-3181

IWU Senior Friedman Wins Marketing Award

BLOOMINGTON, Ill. – Ada Friedman, a senior business administration major from Bloomington, Ind., has been named Illinois Wesleyan University's Outstanding Marketing Student by the Central Illinois Chapter of the American Marketing Association (AMA).

Friedman, a 2003 graduate of Bloomington High School North, received the award for her contributions to the American Marketing Association Collegiate Chapter at IWU.

Illinois Wesleyan University's chapter of the AMA was founded in 1988.

For additional information, contact Fred Hoyt, associate professor of business and AMA faculty advisor, at fhoyt@iwu.edu.

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