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## Moffitt Designated Outstanding Marketing Student

Monica Piotrowski '10  
*Illinois Wesleyan University*

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## Moffitt Designated Outstanding Marketing Student

April 16, 2010

BLOOMINGTON, Ill. – Illinois Wesleyan University senior Shannon Moffitt, an international business and Hispanic Studies double major from Glen Ellyn, Ill. has been named the University's Outstanding Marketing Student by the Central Illinois Chapter of the American Marketing Association (AMA).

A graduate of Glenbard West High School, Moffitt was nominated for the award because of her accomplishments as the President of the IWU chapter of AMA, founded in 1988. Moffitt brought alumni speakers to campus in the spring Sales Series as well as in the fall's "What You Can Do With a Wesleyan Degree" Series.

Moffitt is also a member of Sigma Kappa sorority and served in an executive position last year.

For additional information contact Fred Hoyt, associate professor of business and AMA faculty advisor, at [fhoyt@iwu.edu](mailto:fhoyt@iwu.edu).

*Contact: Monica Piotrowski '10, (309) 556-3181*