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## Sweeney '14 Named Outstanding Marketing Student

March 19, 2014

BLOOMINGTON, Ill.— Illinois Wesleyan senior Erin Sweeney was named the University's Outstanding Marketing Student by the St. Louis professional chapter of the American Marketing Association (AMA), and was recently honored at their 53rd annual conference in St. Louis.

Sweeney, a business administration major from Lake Zurich, Ill., has been a member of the AMA since her freshman year, and is currently the president of its IWU chapter.

"I am very honored to receive the Outstanding Marketing Student award from the St. Louis AMA chapter," said Sweeney. "In the last couple years, our chapter of the AMA has grown substantially."

Some of Sweeney's favorite AMA events were this past fall when Kayla Kindred '08, coordinator of Corporate Sponsorships and Marketing for the Chicago Blackhawks, and David Kaplan, WGN Radio and Comcast SportsNet Chicago on-air personality, visited campus. "It is great being able to connect and stay in touch with such successful people, and the stories they share are even better," said Sweeney.

Established in 1937, the AMA is one of the largest marketing associations in the world, consisting of over 30,000 members who work, teach and study in the marketing field.

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

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