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## Schoch '15 Named Outstanding Marketing Student

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## Schoch '15 Named Outstanding Marketing Student

Feb. 20, 2015

BLOOMINGTON, Ill. — Michelle Schoch '15 (Cary, Ill.) has been named Illinois Wesleyan's "Outstanding Marketing Student" of the year by the St. Louis professional chapter of the American Marketing Association (AMA).

Schoch was recognized for her work as vice president of recruitment for the Illinois Wesleyan chapter and for her mentorship on the use of Prezi, an online presentation tool. Schoch, a business administration major, was recognized Feb. 20 at the chapter's 54<sup>th</sup> annual conference in St. Louis.

She is also a four-year member of the Student Athlete Advisory Committee (SAAC) and a two-year captain of the IWU Golf Team. After graduation, Schoch hopes to enter sports marketing. "The dream position would be working for the PGA Tour," said Schoch.



Michelle Schoch

The AMA is a professional global association of marketers dedicated to innovation and education in the field. Established in 1937, the AMA is one of the largest marketing associations in the world with over 30,000 members involved.

*By Kathy Tun '16*