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Slupski '18 Named Outstanding Marketing Student

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Slupski '18 Named Outstanding Marketing Student

March 2, 2018

BLOOMINGTON, Ill. — The [American Marketing Association](#) (AMA) presented Jonathan Slupski '18 with the Outstanding Marketing Student Award at the 57th annual Saint Louis AMA Student Marketing Conference on Feb. 16. This award recognizes one undergraduate student per school for his or her academic excellence and contributions to the collegiate marketing community.

"It was a privilege to represent IWU at the AMA Conference in St. Louis, and winning the Outstanding Marketing Student Award was a tremendous honor," Slupski said. "I really have to thank Professor Fred Hoyt and the business department for giving me the opportunity to lead the AMA this year."

Slupski, a [business administration](#) major and economics minor, has used his position as president of the IWU chapter of the AMA to organize several extracurricular events centered around the marketing industry. He has co-hosted several speakers and overseen workshops on topics such as data analytics and social media, all in a successful initiative to generate demand for the field, and ultimately, transform marketing from a business major concentration into one of IWU's newest majors.

"With the development of the new marketing major, our organization is going to be very important moving forward, and we hope to keep growing until we're the premier business organization on campus," Slupski said.

In addition to serving as president of the school's AMA chapter, Slupski has also served on the executive board of Alpha Kappa Psi and has interned with the Chicago Sport & Social Club.

"I'm truly blessed to have gone to a school that gives students so many opportunities to make the most of their college experience," Slupski said. "Through all of my time at IWU, I have been able to find what I'm passionate about, and I hope to carry that passion into my career."



Jonathan Slupski '18 and Associate Professor of Business Administration Fred Hoyt.