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IWU Business Administration Major to Receive Outstanding Marketing Award, April 11, From Professional Marketing Group

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March 27, 1995

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Monica Hultgren of Aurora, Ill.

**IWU Business Administration Major to Receive
Outstanding Marketing Award, April 11, From
Professional Marketing Group**

Editor's Note: *Marketing award recipient Monica Hultgren is the daughter of Dale and Rae Jean Hultgren, 1930 Stephen St., Aurora. She is a graduate of Rosary High School in Aurora. Her father is a retired science teacher at Jefferson Middle School in Aurora, and her mother teaches business education at East Aurora High School.*

BLOOMINGTON, Ill.--An Illinois Wesleyan University senior majoring in business administration from Aurora will receive an Outstanding Marketing Award, April 11, from the Central Illinois Chapter of the American Marketing Association.

Monica Hultgren of 1930 Stephen Street, Aurora, is the former president of AMA's student chapter at IWU. She was nominated for the award by Frederick Hoyt, IWU associate professor of business administration.

Hultgren will receive the award at the chapter's dinner meeting at Jumer's Chateau in Bloomington.

Illinois Wesleyan University also will receive a professional award at the dinner for public relations and marketing activities surrounding the Oct. 15, 1994, dedication of the university's new \$15.2 million Shirk Center for athletics and recreation.

"I'm very proud of winning the award," Hultgren said. "I'm honored to represent IWU."

In nominating Hultgren for the award, Hoyt wrote: "As her adviser, I already knew that her overall grade-point average ranks her in the top 10 percent of business administration majors."

Hultgren's interest in marketing was fueled by her companion interest in communications.

"If you can't communicate your product, service, or company to your consumers and employees," Hultgren said, "you can't be a success."

(more)

IWU Senior Wins Marketing Award/2

Communications and marketing are integral parts of business."

Hultgren was one of 32 students nationwide to receive a November, 1994, scholarship from the New York-based Direct Marketing Foundation to a Direct Marketing Collegiate Institute. More than 150 students applied for the scholarship. The program involved an intense week-long program exploring the latest direct-marketing techniques and industry background.

"The program," Hultgren explained, "is designed for students from universities that don't have courses or a major in direct marketing, so it supplemented my education."

Hultgren served as president of the IWU student AMA chapter from February, 1994, to February, 1995. Her responsibilities included bringing guest speakers to campus, organizing social events, and helping to overhaul the group's management structure to make it run more efficiently. She helped draft a handbook designed to give the group more stability and continuity as student officers and members change.

She also served as the IWU campus liaison to AMA, a post with responsibilities for publicizing AMA-sponsored events and drawing students majoring in other fields into these activities.

"For example," Hultgren explained, "if we were having a speaker come to campus to talk about health-care reform, I'd make sure our nursing and biology majors were informed of the event."

In addition to her academic work, Hultgren has had marketing-oriented internships with United Cerebral Palsy of Central Illinois and J.C. Penny, the retailer, in Lombard, Ill.

She served as a public relations and development intern with United Cerebral Palsy, where she assisted in coordinating special events and solicited financial support from local businesses and others.

Hultgren was among 13 Chicago-area students to serve as a retail management intern with J.C. Penny. She worked as a manager in the store's linen department under the supervision of a full-time manager with sales and merchandising responsibilities.

"I had a sales quota each week," Hultgren explained, "but I also had

(more)

IWU Senior Wins Marketing Award/3

merchandising responsibilities for a spring linen sale. I did calculations and planning for that. I participated in daily management meetings and had weekly projects to complete."

The key benefit of the Penny internship was the management experience it provided, according to Hultgren.

"That type of experience," she explained, "is rare for college students to find. I learned how a retail store--and a business in general--is run. I also saw the importance of employee morale and internal marketing. Penny really makes employees feel that they are an important part of the business."

Hultgren, who will graduate from IWU on May 20, is eyeing a career in public relations and marketing with a service-oriented organization in the Chicago area.

IWU, founded in 1850, enrolls about 1,800 students in a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. In recent years, the university's endowment has grown to more than \$92 million; a \$15 million athletics and recreation center opened in the fall of 1994; and a \$24 million science building will open in 1995. The Carnegie Commission for the Advancement of Teaching promoted Illinois Wesleyan to a "Baccalaureate I" institution in 1994, a classification that places it among 164 highly selective National Liberal Arts Colleges in the annual *U.S. News & World Report* rankings. *U.S. News* ranks IWU the second most efficient national liberal arts college--a key gauge of the campus' quality academic program and relatively reasonable cost. *Barron's Profiles of American Colleges*, another respected college guide, rated IWU "highly competitive (+)" in its latest edition. IWU's 1994 freshman class scored an average 27.9 on the ACT exam, compared to the national average of 20.7.