

Making Headlines

News stories featuring the Neeley School of Business at TCU



December 1, 2010

Sales could top \$1 billion on a manic Cyber Monday - *Ellen Gibson and Dana Wollman*

NEW YORK -- Cyber Monday started as a gimmick to get people to shop at their desks on the first workday after Thanksgiving. But if you promote something enough, it can take on a life of its own. This year, stores swamped customers with online ads and e-mail deals, and sales could top \$1 billion, making it bigger than any single shopping day last year. It never really was the busiest online shopping day of the year. But like any good marketing angle, it spawned imitation. Nearly 90 percent of U.S. retailers offered some kind of Cyber Monday promotion this year, targeting shoppers who didn't want to venture out at 4 a.m. for those in-store deals. In 2007, 72 percent offered a Cyber Monday promotion.

"Retailers are doing everything they can to build up and extend the event aspect of it - tweeting deals every hour, running Cyber Monday ads - like it's such a big thing you can't miss out on," said **Stacy Landreth Grau, associate professor of marketing at Texas Christian University's Neeley School of Business.**



December 1, 2010

TCU looks to the Big East

Move brings more exposure, money to university coffers - *By Rob Robertson*

When Texas Christian University announced that its Board of Trustees had unanimously approved an invitation to join the Big East Conference in all sports beginning with the 2012-13 academic year, the first thought on most people's minds was probably about football. It's December, after all, and the Horned Frogs have just completed another undefeated regular season that - Rose Bowl aside - may still end in frustration, as TCU's Mountain West Conference schedule is generally thought to be too weak for the Frogs to be considered for a national title.

Simply put: Under the current system, in its current conference, even perfection hasn't been enough.

The announcement on Nov. 29 changed that. The Big East has stronger teams and an automatic berth in the BCS, meaning the Horned Frogs would no longer have to be perfect to earn a major bowl bid, nor would they have to fight college football's bureaucracy (aristocracy?) for a shot at a national championship.

"People are going to be going to see TCU basketball games now that never would have before," said **Bob Akin Jr., a marketing professor at TCU.** "We're about to send our football team to the Rose Bowl and suddenly we can't field all the calls we've been getting about basketball. Basketball! That's a pretty good problem to have."

For TCU, additional benefits of the increased exposure are better athletic and academic recruitment, and the ability to raise tuition and fees based on strong demand, Wallach said.

"Obviously when we move over there the increased exposure is going to be absolutely phenomenal," **Akin** added. "The funny thing is, we're at an all-time high right now in applications, something like 18,000 applications right now, and that's even going to push higher."

Neeley in the News - continued

The Dallas Morning News

December 31, 2010

NFL joins Super Bowl host group, SMU, TCU to stage small-business workshops - *By Sheryl Jean*

The NFL wants small businesses in North Texas to have fond memories of the Super Bowl experience long after the hoopla is over. So it has teamed up with the North Texas Super Bowl XLV host committee, Southern Methodist University and Texas Christian University to offer two half-day business-development workshops this month. The first one is scheduled Thursday. The NFL expects 250 small-business owners at each workshop.

The NFL's outreach to small, local companies, including those that won't get a chance to do business with the Super Bowl in Arlington on Feb. 6, is part of its goal to leave a meaningful mark on the communities where the game is played. North Texas is the ninth Super Bowl host city to implement the Playbook Workshop Series.

"We recognize when we go into each Super Bowl region ... we're really impacting the community," said Tisha Ford, the NFL's manager of events business development. "The Super Bowl truly extends beyond the game. So much goes on off the field. There are so many initiatives, and business outreach is certainly one of them."

"Sometimes we get so busy taking care of the day-to-day that we don't often stop to look at the forest through the trees," Brad Hancock, director of TCU's Neeley Entrepreneurship Center and a former small-business owner. "We hope this is an opportunity for folks to take a half-day and learn about some real tools and techniques they can take back to help run their businesses better."

Speakers at the Jan. 25 workshop include TCU's Neeley School of Business executive faculty fellow Raymond Smilor; Beryl Cos. chief executive Paul Spiegelman; Stacy Landreth Grau, associate professor of marketing at the Neeley School of Business; and David Minor, founder emeritus of the Neeley Entrepreneurship Center.

The Jan. 25 seminar also will include two panel discussions - on finding capital and partnerships - and a Small Business Provider Expo.