

Making Headlines

News stories featuring the Neeley School of Business at TCU



November 5, 2010

TCU business school launches program, national competition in new ventures – *By Betty Dillard*

A new program emphasizing economic development and new venture creation recently was launched by the Neeley School of Business at Texas Christian University.

The Values and Ventures Program, made possible through a gift from a private foundation, features a Values and Ventures Competition, a national contest for undergraduate students that focuses on specific ways a new venture has strong business viability while creating value and meaning, such as contributing to sustainability, innovations in the health and life sciences, or opportunities for under-represented groups in business.

The first Values and Ventures Competition is set for spring 2011 for TCU undergraduate students and students from other leading national entrepreneurship programs invited to participate.

"While there are numerous competitions at the MBA level around the world, there are few national competitions for undergraduate business students," said **O. Homer Erikson, John V. Roach Dean of the Neeley School of Business at TCU**, in a statement. "The emphasis on opportunities for undergraduate students and the focus on values make the Values and Ventures Competition distinctive in the national higher education landscape."

In addition to highlighting the values-based criterion, the Values and Ventures Competition will provide opportunities for undergraduate business students in the Entrepreneurial Opportunity Recognition and New Venture Development courses to develop and evaluate values-based new ventures of their own creation or with intellectual property provided by internal or external sources.

The program will include a speaker event focused on innovation. A separate gift already has made possible the Jane and Pat Bolin Innovation Forum, which will be held annually in conjunction with the competition and feature a speaker who has either transformed business or the business environment in which it operates.

Star-Telegram

November 12, 2010

To help United Way, eat tacos next week in Fort Worth - *By Susan McFarland*

Helping raise money for the United Way will be as easy as eating a taco next week. From Sunday through Thursday, restaurants will participate in a project in which 25 cents for every taco sold will be donated to the United Way of Tarrant County.

Fort Worth Taco Week is being coordinated by 23 senior marketing students from the **Neeley School of Business at Texas Christian University**. Students in the class are in charge of every aspect of the campaign, which relies heavily on Facebook, Twitter and a website they designed for the event. One student dressed up as a taco and ran around in downtown Fort Worth on Friday to generate buzz.

"This has been really good for the students," said **Stacy Grau, associate professor of marketing at TCU**. "They are really learning how much detail is involved and how much communication is involved."

TCU graduate student J. Blake Martin is partnering with Grau to lead the project. He said that because online marketing is so new and technology changes so fast, it is hard to write a textbook that will still be useful by the time it reaches the classroom. "There is very little being taught in online marketing," Martin said. "TCU is a great school; it was just missing out on the fastest-moving areas of marketing today."

Hannah O'Toole, senior marketing major, said she is not only learning how to use online tools but also gaining real-world business experience. O'Toole said that the class hoped for more restaurant participation but that the students quickly learned that in the business world, marketing deadlines are set early in the year. "A lot more wanted to be involved but had already hit their quota allowed for the year," O'Toole said.

Neeley in the News - continued

Martin said he hopes the project will continue after this semester. "I would love for each restaurant to have so much business they run out of food," he said. "But if they don't see a significant lift in business, it might be hard to get them to sign next year."

Tim McKinney, president and CEO of the United Way of Tarrant County, said the project perfectly fits the agency's mission of forming innovative partnerships with other organizations. "We've been impressed with the students' creativity and use of social marketing to spread the word," McKinney said.

The Dallas Morning News

November 18, 2010

Texas improves score on New Economy Index - By Sheryl Jean

Texas ranks among the top third of all U.S. states in innovation and competitiveness – improving its status during the recession, according to a report released today by the Ewing Marion Kauffman Foundation.

The 2010 State New Economy Index gauged how states are navigating economic challenges based on 26 indicators, including workforce education, the number of patents and venture capital activity. Texas ranked No. 16, up from 18th in 2008 but down from 14th in 2007 and 10th in 2002. Massachusetts came out on top; Mississippi was last.

"I would have thought we would have ranked higher," said **Brad Hancock, director of Texas Christian University's Neeley Entrepreneurship Center in Fort Worth**. "Texas excels but still can improve in promoting the entrepreneurial spirit – promoting it as a viable career path."

Chicago Tribune

November 20, 2010

Students with MBAs struggle to land jobs - by Dawn Rhodes

Pratheeba Selvam of Texas Christian University came to the conference to speak to Microsoft and Intel. The 26-year-old from India wasn't deterred, however, when Intel was less than encouraging. "Being an international, I'm ready to go explore the world," she said. "So if Intel is not hiring here then I can go to any other country where Intel is hiring."

Star-Telegram

November 24, 2010

On Facebook and Twitter, marketing is really clicking - By Andrea Ahles

Americans plan to spend an average of \$688.87 on holiday-related purchases, up just slightly from \$681.83 in 2009, according to the National Retail Federation. The group reported that 61 percent of consumers say the economy is affecting their spending plans this year.

So with consumers still feeling the downturn, industry analysts say retailers are racing to see who can get the most followers on Twitter, "likers" on Facebook (formerly called "fans") and interest on other social-media pages. Merchants can then leverage that initial link with consumers by making strategic posts, which are instantly distributed to a high-profile site like a user's Facebook homepage.

"It is relatively inexpensive, and it is where the people are," said **Stacy Landreth, a marketing professor at TCU's Neeley School of Business**.

Neeley in the News - continued



November 29, 2010

TCU Joins Big East – Brandon Todd

Marketing professor Bob Akin was interviewed about TCU's announcement to go to the Big East.

"It's going to make our program better." Akin calls the link up with the Big East a home run. He points to increased television revenue and national exposure. Or, he says, think of it this way: "Why do the Cowboys play in the NFL East and not NFC Central? Because Tex Schramm knew years ago that all the media was generated out of the New York area. Now you've got the media hub, as far as sports is concerned, in Bristol, Connecticut [ESPN]. By going east, we'll be in UConn's back yard. We're going to be playing UConn."

Also Akin said let's not forget about academics. Akin mentioned Syracuse, Notre Dame and Rutgers. He said, academically speaking, TCU will fit in very nicely with Big East schools.



November 29, 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.

Online sales were already running 15 percent ahead of last year's by 3 p.m. Monday, with the biggest shopping hours of the day still to come, according to IBM's Coremetrics tracking service.

The Monday after Thanksgiving was dubbed Cyber Monday by the National Retail Federation trade group in 2005 to describe the unofficial kickoff to the online shopping season. The idea was that people returning to work after the long weekend would shop at their desks.

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.**