

Students to create campaign for GM

BY ALEXIS STRATTON
THE GAMECOCK

For the fourth consecutive year, USC and General Motors are partnering up this fall to give marketing students a chance to work outside the classroom.

Seventeen USC business students are involved in the program, called the General Motors Marketing Internship, in which they create a working marketing agency to carry out a promotional campaign for General Motors, Jim Hudson Pontiac-GM and the Pontiac Division of GM.

The interns, as well as GM and Harvest Hope Food Bank, will present a display of six Pontiac-GM cars Nov. 6 from 10 a.m. to 3 p.m. in front of the Russell House. The event will include food and trivia, among other activities.

One purpose of the program is to increase interest in Pontiac-GM vehicles while developing the

marketing program at USC, said Dan Wheeler, fourth-year marketing student and the public relations department head for the USC marketing team, Garnet and Black Solutions.

"The university will get firsthand knowledge about the program to have a firsthand look at Pontiac vehicles and General Motors vehicles. And it will especially give them knowledge that Pontiac gives incentives for students our age," he said.

Although USC marketing students have participated in GMMI every fall for the past four years, this is the first year in which they will work with Pontiac.

"We worked with Chevrolet for the first three years," said Randy Rose, associate professor for the USC Marketing Department and a consultant for the USC-created

marketing agency.

"It's most useful to think about it as a partnership between business and education," Rose said. "GMMI allows us to meet corporate objectives and also the learning objectives students have because they get to do a real promotional campaign for a real corporation. It gives them experience they wouldn't get in regular class."

One of the internship program's goals is to boost USC marketing.

The students work on the project for 16 months with a \$2,500 budget, resources and funding provided by Jim Hudson Pontiac-GM and the Pontiac Division.

The students are "basically responsible for all aspects of planning, implementing and evaluating a large-scale promotional event," Rose said.

Students will research how Pontiac is perceived on campus

and present a proposal to Pontiac leadership to persuade them to adopt the campaign. Once the event is over, students must conduct more marketing research.

"I think it gives some students the chance to practice their leadership skills," Rose said. "Everyone gets to participate in all aspects of the program. For those who have time, there is the leadership aspect there. And, again, it makes a nice resume builder. ... I think they also learn how to work as a team. It's not always smooth, but you learn from the inevitable problems that come up."

"A lot of people don't know about the program," Wheeler said. "We had a lot more present at the first day of class. I guess they thought it would be a whole lot of work, which it is, but it definitely has its rewards."

Comments on this story? E-mail gamecockdesk@hotmail.com

Ariz. students, faculty fearful after shooting

BY RACHEL WILLIAMSON
ARIZONA DAILY WILDCAT (U. ARIZONA)

When gunshots rang out in Jerrica Wesley's ears, she took off running from the CatTran shuttle stop near the Arizona Health Sciences Center.

She ran to class rather than wait for the shuttle.

"I was hella scared," said Wesley, a first-year biology student. "I have never been so close to gunfire before."

Wesley, a resident of Babcock Inn Residence Hall, of 1717 E. Speedway Blvd., said she was too scared to return to her room later Monday morning.

Wesley and others who live, work and attend class north of East Speedway Boulevard spent much of the day mourning the loss of three professors who were killed by a suicidal gunman Monday morning. But on the main campus, south of Speedway, the mood was more subdued as the news slowly permeated the University of Arizona.

At the "Swede" Johnson building and other areas north of East Speedway Boulevard, students and workers spent much of the day pooling together as they cried and exchanged information.

"Imagine being in a classroom and watching murder happening

before your very eyes," President Pete Likins said at a news conference at the Swede Johnson building. "It's a powerfully disturbing experience."

After Likins' speech, a woman started bawling as cameras swarmed around her.

Elaine Jones, an associate professor of nursing, knew Cheryl McGaffic, the 44-year-old victim who was killed in the front of her classroom.

"You have this image of nurses being some of the most compassionate people in the world," Jones said. "Then one gets murdered in her own classroom. It doesn't make sense."

Jenni Behring, another Babcock resident and first-year microbiology student, thought she was safer living away from the main campus, until Tuesday.

"I was sleeping and my roommate woke me up," Behring said. "I heard sirens and helicopters, and something told me to come outside. It was completely unbelievable."

Meanwhile, across East Speedway Boulevard and disconnected from the shooting and panic around the College of Nursing, a group of students and faculty sat in the modern languages building watching the news unfold on tele-

♦ SHOOTINGS, SEE PAGE 3

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Department of Student Life Division of Student & Alumni Services

Location of Arizona Shootings

GRAPHIC BY SHAWN ROURK/THE GAMECOCK

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