



1-2014

HaworthNews (01/2014)

Western Michigan University

Follow this and additional works at: http://scholarworks.wmich.edu/business_news



Part of the [Business Commons](#), and the [Higher Education Commons](#)

WMU ScholarWorks Citation

Western Michigan University, "HaworthNews (01/2014)" (2014). *Haworth College of Business News and Magazine*. Paper 10.
http://scholarworks.wmich.edu/business_news/10

This Newsletter is brought to you for free and open access by the Haworth College of Business at ScholarWorks at WMU. It has been accepted for inclusion in Haworth College of Business News and Magazine by an authorized administrator of ScholarWorks at WMU. For more information, please contact maira.bundza@wmich.edu.



Shazam

You have likely heard of Shazam—that popular app that helps you identify a song title so you can download it later. You may even know that people use the company's name as both a noun and a verb, similar to the way we "Google" something.

As a company, Shazam is ultimately a service, helping people to find music and media at the touch of a screen. But as senior account executive Joe Hustek, B.B.A.'05, explains, the company is poised to become a leader in a new industry.



By making standard television advertising work harder, Shazam is applying the audio recognition technology behind the music app to connect TV and mobile in new ways. Integrating sound with television has only been in use at Shazam for two years, but the company has already completed more than 400 campaigns in the U.S. and around the world.

"We've taken our audio recognition technology and created a marketing platform that successfully makes television engaging. If you see an ad for Dodge with the Shazam call to action on screen and you are interested in finding out more, simply press the Shazam button on your mobile device to be taken directly to the information—no searching on the Internet, no trying to remember the make and model. You can even book a test drive," says Hustek.

Shazam for TV campaigns enable consumers to open new mobile experiences directly from the television commercial. Hustek says that this type of marketing experience is evolving quickly. "Imagine someone Shazam'ing that same Dodge commercial—now through re-targeting online, we can serve relevant ads on Facebook and through other apps to remind a consumer of the commercial they saw the night before."

The "Add to Calendar" function of Shazam for TV gives the viewer a reminder to follow through. "You watch a TV commercial on Tuesday and are interested in the new car, so you Shazam the commercial. Moving into Wednesday, Thursday and Friday, you haven't thought about the brand for awhile, but Saturday comes and you're having coffee only to receive an alert on your phone that reminds you to go take the vehicle for the test drive."

As for the future, "different products will be coming from Shazam that make discovering music that much easier and more engaging. We just launched a new product in December 2013 called Auto Shazam, which enables your phone to identify the music or other media playing around you, without having to open and activate the app," says Hustek. "Imagine going into a movie theater and walking

out with the entire film's soundtrack ready to be listened to or going to your favorite coffee shop and capturing the music you heard while you were reading the paper or catching up on your email."

Launched more than 10 years ago, and integrated with Android and iOS iPhones in 2008, Shazam is one of the most popular mobile apps of all time. Hustek joined the company in 2012, following positions at the global media agency PHD, where he worked on the Jeep account. He later moved to Los Angeles to work at Initiative+ on the Hyundai account, followed by sales positions at Fuel Media and Autoweek.

Keystone Breakfast Series

Tamara Homnick, program director of the Cheff Therapeutic Riding Center, will present "My therapist weighs 1,200 pounds: A look at equine-facilitated activities and therapies" at this month's Keystone Community Bank Breakfast Speaker event. Since 1970, the riding center has served riders of all ages who have physical, emotional or cognitive disabilities. Homnick's presentation will begin at 8 a.m. Friday, Jan. 31, in room 2150 Schneider Hall, with breakfast starting at 7:30 a.m.

Winning Streak

To say that sales and business marketing students are on a winning streak is a bit of an understatement. In one month alone, student teams took top honors at two national sales competitions and an additional team was given the Rookie of the Year award at an international competition. Check out the details on each of the competitions and the students who have represented Western Michigan University so well.

Russ Berrie Institute National Sales Challenge

A student team representing WMU's sales and business marketing program took first place overall, besting 37 other schools at the Russ Berrie Institute National Sales Challenge. In addition, senior Brian Curlett from Shelby Township, Mich., was the event's overall individual champion.

Curlett, and fellow senior Kayla Reinhackel from Dexter, Mich., assisted by team alternate, junior Alexa DeVos of Byron Center, Mich., competed in two events—speed selling and role-play. With this win, WMU continues a strong tradition at the seventh annual National Sales Challenge, where sales and business marketing student teams have finished in the top five on three other occasions. This is WMU's first time as the overall champion.

[Read the full story, including student reflections.](#)

State Farm Marketing and Sales Competition

Two WMU students have earned top honors in a national sales competition, jointly securing more than \$10,000 in scholarships and landing WMU a second place finish.

Greta Lorr, a senior sales and business marketing student from Jackson, Mich., took second place overall in the 2013 State Farm Marketing and Sales Competition. In addition, Lorr placed second in the sales role-play category. Aaron Anuszkiewicz, a junior sales and business marketing student, also from Jackson, Mich., took third place overall and earned first place in the marketing presentation category.

The State Farm Marketing and Sales Competition brings together high-performing marketing and sales students for a competition consisting of two primary components: an integrated marketing communications plan presentation and two sales role-plays.

[Read the full story, including student reflections.](#)

Rookie of the Year

A team of two WMU students earned the Rookie of the Year award at this year's International Collegiate Sales Competition, a tournament-style series of role-play challenges.

Seniors Cody Schievink, of Grand Rapids, Mich., and Lauren Steele, of Livonia, Mich., both sales and business marketing majors, were each awarded \$250 for being named the top rookies.

During the competition, teams participated in four rounds of selling challenges, including a business-to-consumer challenge, business-to-business role-plays, selling to an international company and selling via a web conferencing tool. The goals of each round ranged from getting a second appointment to making a sale.

News Archive

CIS students claim second place award in case competition

A team of WMU computer information systems students earned the runner-up award for their business case analysis at the third Midwest Student Information Systems Project and Case Competition.

WMU MBA students advance in new strategic case competition

Thirty-nine students representing 11 teams were narrowed to an elite "final four" of strategists in the first WMU MBA Strategic Management Case Competition. The four teams competed at WMU's main campus.

Former secretary of commerce to speak at annual conference

Former U.S. Secretary of Commerce Carlos Gutierrez headlines the 2014 Food Marketing Conference at WMU. Other featured speakers include Meijer President J.K. Symancyk and WMU head football coach P.J. Fleck.

Owner of local HR consulting firm to speak at business college forum

Kevin Brozovich, owner and chief people officer of HRM Innovations, LLC, will speak at 8 a.m. Friday, April 11, in 2150 Schneider Hall. The event is free and open to the public and begins with breakfast at 7:30 a.m.

Panel of top executives to judge WMU's first MBA case competition

Executives from Meijer, Stryker Corp., Dow Chemical Co. and Ernst & Young will evaluate students competing in the first WMU MBA Strategic Management Case Competition Saturday, March 29, in Schneider Hall.

Keystone Community Bank Breakfast Speaker Series

The president of Western Michigan University and the chair of the Thomas M. Cooley Law School's board of directors will be the next presenters as WMU continues its 2013-14 Keystone Community Bank Breakfast Speaker Series.

Business pitch competition open to WMU student entrepreneurs

Students from across campus are invited to share their business pitches for cash prizes totaling \$2,500 at the second annual PITCH competition. Information and coaching sessions are planned for March 19 and March 21.

Team of business students wins national case competition

A team of four WMU students has won the 2014 National Grocers Association University Case Competition, earning \$8,000 for the food and consumer package goods marketing program.

WMU and new medical school offer dual MD-MBA degree

The Haworth College of Business and the WMU School of Medicine have designed a dual-degree program allowing medical students to complete both an M.D. degree and MBA degree with a concentration in healthcare.

Professor named Association for Business Communication fellow

Dr. Nancy Schullery, professor emerita of business information systems, has been named a fellow of the Association for Business Communication.

WMU food marketing program one of two to achieve CMA certification

WMU's food and consumer package goods marketing now boasts certification of its coursework by a national professional organization. The WMU program is one of only two programs to earn such a certification.

Business pitch competition open to WMU student entrepreneurs

Students from across campus are invited to share their business pitches for cash prizes totaling \$2,500 at the second annual PITCH competition. Information and coaching sessions are planned for March 19 and March 21.

Team of business students wins national case competition

A team of four WMU students has won the 2014 National Grocers Association University Case Competition, earning \$8,000 for the food and consumer package goods marketing program.

WMU and new medical school offer dual MD-MBA degree

The Haworth College of Business and the WMU School of Medicine have designed a dual-degree program allowing medical students to complete both an M.D. degree and MBA degree with a concentration in healthcare.

[Professor named Association for Business Communication fellow](#)

Dr. Nancy Schullery, professor emerita of business information systems, has been named a fellow of the Association for Business Communication.

[WMU food marketing program one of two to achieve CMA certification](#)

WMU's food and consumer package goods marketing now boasts certification of its coursework by a national professional organization. The WMU program is one of only two programs to earn such a certification.

[This semester's Professor of the Day event featured six guest professor who shared their expertise with students from many disciplines](#)

[New center established to enhance supply chain education](#)

The WMU Center for Integrated Supply Management will offer an array of student learning experiences focusing on hands-on education and innovative research.

[Landeros nominee for annual Newsmaker of the Year Award](#)

Dr. Robert Landeros, chair of the Department of Management, has been nominated for the Grand Rapids Business Journal's annual Newsmaker of the Year Award. Out of 10 categories, Landeros is nominated in the category of education. The winner in each category will be recognized as an industry newsmaker, and from those winners, a Newsmaker of the Year will be selected.

[Student APICS chapter earns platinum status](#)

The student chapter of APICS has earned a platinum status for the 15th year. The group was recognized during a November meeting at WMU's Fetzer Center that included a keynote presentation by Dr. Sime Curkovic.

[Local chocolatier to speak as part of Entrepreneurship Forum](#)

January 2, 2014 | WMU News

Dale Anderson, owner of Confections with Convictions, a Kalamazoo-based artisanal chocolate store dedicated to hiring young workers with criminal records, spoke Friday, Jan. 10, in 2150 Schneider Hall.

Landeros nominee for annual Newsmaker of the Year Award

Dr. Robert Landeros, chair of the Department of Management, has been nominated



for the Grand Rapids Business Journal's annual Newsmaker of the Year Award. Out of 10 categories, Landeros is nominated in the category of education. The winner in each category will be recognized as an industry newsmaker, and from those winners, a Newsmaker of the Year will be selected. Additionally, the Impact Award will be given to the person or project selected by the Journal's

editorial department to have demonstrated the most potential for long-term economic impact in the region.

The Business Journal will celebrate all of the nominees and their accomplishments during a breakfast meeting, beginning at 7:30 a.m. on Wednesday, Jan. 29, at Frederik Meijer Gardens and Sculpture Park. Tickets to the event are \$30.



Editor: Cindy Wagner
cindy.wagner@wmich.edu
Haworth College of Business
Western Michigan University
Kalamazoo MI 49008-5457 USA
(269) 387-5050