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November 2017

# HAWORTH COLLEGE OF BUSINESS



## [MEET THE CRAFT BEER SHOPPER](#)

Dr. Marcel Zondag, assistant professor of marketing, teamed up with Dr. Bart Watson, chief economist for the Brewers Association, to identify the craft beer shopper in an effort to help brands develop strategies in the increasingly competitive industry.

[READ MORE](#)



## [SECOND PLACE TEAM](#)

Marissa Bruno and Tyler Hughey, both sales and business marketing students at WMU, placed second overall at the E. & J. Gallo Winery Collegiate Sales Competition sharing prize money and continuing the program's streak of top placements at national competitions.

[READ MORE](#)



## [AWARD WINNING](#)

The college's video, Behind Every Moment, received Best Student Recruiting Video honors at a competition sponsored by the upper-Midwest district of the Council for Advancement and Support of Education. Share this award-winning video with a prospective student you know.

[SHARE THE VIDEO](#)



## [STAYING AHEAD IN CYBER SECURITY](#)

Leading up to a recent conference, Dr. Alan Rea, professor of computer information systems, shared his expertise regarding both personal and organizational cyber security.

[LISTEN TO REA'S INTERVIEW](#)



## [VETERANS DAY SERVICE](#)

Students from Western Michigan University's Haworth College of Business paid their respects to veterans by participating in the college's fifth annual community service project at Fort Custer National Cemetery in Augusta, Michigan. The students cleaned more than 8,000 headstones.

[PHOTO ALBUM](#)



## [WORK-LIFE BALANCE](#)

Alex DiBartolomeo, B.B.A.'13, M.S.A.'14, discusses work-life balance in the most recent post on Alumni Unscripted, a blog brought to you by the Haworth College of Business Young Alumni Advisory Board. It's a place for recent alumni of the college to provide their unscripted perspectives about their experiences.

[READ THE POST](#)

- Interested in blogging about your experience and sharing it with other young alumni? Consider writing for Alumni Unscripted, a blog for recent alumni from the Haworth College of Business Young Alumni Advisory Board. [Contact the board and let them know!](#)
- [Previous Editions](#)



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## Meet the craft beer shopper



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Millennials make up the largest group of craft beer consumers.



Females buy the most.

Using shopper loyalty card data from six Midwestern states, Dr. Marcel Zondag, assistant professor of marketing, teamed up with Dr. Bart Watson, chief economist for the Brewers Association, to identify the typical craft beer shopper. The goal was to help brands develop a shopper-focused product, marketing, and distribution strategy in the increasingly competitive industry. The report cites that “craft beer's rising popularity led to increased off-premise sales as consumers looked to enjoy craft beer outside of on-premise occasions.”

And while many people love craft beer, whether at home or in their favorite pub, it is this shopper who spends the most time and energy on purchasing it.

Beer should be cold!

- **70%** of off-premise craft shoppers are female.
- **2 of 3** craft beer shoppers live in two-person households.
- **83%** of craft shoppers are white.
- **73%** of craft shoppers are married.
- **Millennials** make up the largest group of craft beer consumers.
- **60%** of craft beer shoppers earn more than **\$50,000** a year.
- **31%** of shoppers who buy craft beer do not consume it personally.
- **77%** of consumers said that it was at least somewhat important that craft beer in a store is cold.
- Only **15%** of our respondents find shopping for craft beer overwhelming, and **65%** enjoy the experience.



• Shoppers are willing to pay more.

**60%** of shoppers stay within a small group of craft beers they buy most of the time. Driven by a particular experience with a particular craft beer, **76%** will repeat buy it.

- **81%** will gladly try and discover new craft beers.
- **85%** of shoppers agree that quality is more important than quantity when drinking craft beer.

**74%** of shoppers claim that they do not mind paying more for craft beer, although **67%** of shoppers also agree that you can buy craft beer without spending a whole lot of money.

You can read the full report from Zondag and Watson at [brewersassociation.org/insights/know-buys-beer/](http://brewersassociation.org/insights/know-buys-beer/).

## Sales students place second overall in national competition

contact: Cindy Wagner

October 31, 2017 | WMU News

KALAMAZOO, Mich.—A team of two Western Michigan University business students recently placed second overall at the E & J Gallo Winery Collegiate Sales Competition.

To earn the second-place spot, **Marissa Bruno** and **Tyler Hughey**, both sales and business marketing students, edged out teams from Arizona State, University of Colorado-Boulder, University of Kansas, Kansas State and University of Missouri to claim first place and \$1,200 in the marketing case



*Hughey and Bruno*

portion of the competition. Hughey placed second in the individual sales role play portion. The combined scores placed them second overall.

"Marissa and Tyler made a formidable team," says Dr. Kelley O'Reilly, associate professor of marketing and advisor to the duo. "True to the sales tradition of Broncos, both displayed a great openness to each other's views, rolled up their sleeves, and brainstormed and executed the challenge."

In the case competition, teams built a marketing campaign for one of E & J Gallo's struggling wine brands and presented a plan to improve sales. Teams were evaluated based on their creativity, practicality of ideas and presentation skills.

"Our creativity, strategies, hard work and practice helped us stand out," says Bruno. "In addition, our research, data and visual aids really gave us an edge. A lot of the teams had great ideas but were lacking the proof to show how it would raise sales for the brand."

In the role-play, students were judged on their approach, success at identifying the customer's needs and objections, communication style and ability to close the deal.

"The models and strategies I learn in my WMU coursework prepare me to think on my feet better," says Hughey. "Practicing role-plays in our sales classes gave me confidence going in to the competition."

### WMU's Sales and Business Marketing Program

The WMU sales and business marketing program is one of just a handful of programs in the U.S. that offers an undergraduate degree focused on selling and sales management. The program is noted for:

- Student competition successes—Over the last 10 years, teams from WMU have regularly placed in the top five in major sales competitions.
- Sales lab—The sales program includes recorded role-plays in a dedicated sales lab that is slated for expansion this year.
- Sales and Business Marketing Association—The association is one of the largest and most active student organizations in the college with more than 150 members. The SBMA engages with industry by hosting a group of employers at each weekly meeting.
- Study abroad—Sales students are one of the largest groups at WMU to study abroad.
- National recognition—The program is listed as No. 1 on the list of Top U.S. Sales Schools with a Specialized Sales Program by [study.com](http://study.com).

**Learn more at** [wmich.edu/marketing/academics/sbm](http://wmich.edu/marketing/academics/sbm).

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