

Neeley Sales & Marketing Strategy
Case Competition
March 27-28, 2009



Sponsored by:

SONY

FT-MBAs: SAVE THE DATES ANNOUNCEMENT

You are invited to exciting Dallas/Fort Worth, Texas, for the 2nd Neeley Sales and Marketing Strategy Championship sponsored by Sony Electronics. Come join a team of other bright MBA students compete for \$12,000 in prize money. Meet and mingle with top Sony execs. Apply your savvy sales and marketing theory and experience to a product opportunity/challenge presented by Sony Electronics USA.

WHO: Full-time 1st year and 2nd year MBA Students

WHAT: A unique opportunity to work on a mixed team with 3 other full-time MBA candidates from across the U.S. Events include: Friday, March 27, Welcome Reception with senior Sony sales and marketing executives. Competition Case Day on Saturday, March 28, with senior Sony sales and marketing executives serving as judges, followed by an Awards Dinner and after-Party, with the opportunity to mingle with the same senior executives.

Teams: 12 teams of five full-time mixed MBA students will compete.

Prizes: \$6,000 Grand Prize. \$4,000 Second. \$2,000 Third, plus Most Innovative Solution Award.

WHERE: Neeley School of Business, Texas Christian University, Fort Worth, Texas

WHEN: March 27-28, 2009 (Height of Texas Spring in Dynamic Dallas/Fort Worth)

Join 60 of the best and brightest MBAs from around the nation

EARLY REGISTRATION INFORMATION

Individual full-time MBA Early Registration Fee of \$95 due by January 23, 2009.

Registration Fee afterwards: \$135

Individual Registration Fee includes above-mentioned food & beverages + two nights shared Marriott hotel lodging. Informational and Registration Web Site will be up Nov 20.

In interim, Contact Ed Riefenstahl at e.riefenstahl@tcu.edu or (817) 257-5668.