

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

Neeley
SCHOOL OF BUSINESS



Sponsored by:

SONY

You are invited to exciting Dallas/Fort Worth, Texas, for the 2nd Neeley Sales and Marketing Strategy Case Competition 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 current business 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 four other full-time MBA candidates from across the United States. Events include: welcome dinner and cocktail reception Friday, March 27, with senior Sony sales and marketing executives. Competition case day Saturday, March 28, with senior Sony sales and marketing executives serving as judges, plus opportunities to mingle with top Sony executives. Awards Dinner and after-party Saturday evening.

Teams: No more than 12 teams of five full-time MBA students will compete.

Prizes: \$6,000 Grand Prize. \$4,000 Second. \$2,000 Third. Other Non-financial Awards, e.g., Most Creative Solution.

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

WHEN: March 27-28, 2009

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

REGISTRATION

Individual Early Full-time MBA Registration of \$95.00 Due Date of January 23, 2009.

Early Registration Fee: \$95.00

Late Registration: \$135

Registration fees are non-refundable.

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