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### Vancouver student selected for University of Montana program

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**NEWS RELEASE**

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Aug. 11, 2009

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**VANCOUVER STUDENT SELECTED FOR UNIVERSITY OF MONTANA PROGRAM**

**MISSOULA, Mont. —**

A **Vancouver** student at The University of Montana was chosen to participate in a unique field experience course this summer designed to prepare students for a challenging job market.

McKenzie Blake, a 2006 Skyview High School graduate and senior in marketing at UM, was selected to be part of a group of students in the UM School of Business Administration's Marketing Field Experience course.

UM faculty and staff at the School of Business Administration recognize that employment after college in a globally competitive environment is possible for the most prepared, persistent and lucky college graduates. They designed the experience to offer students "hands-on" practice in working with regional and national businesses and professionals.

The course required students to work together on creating a personal brand, conducting corporate research and building networks.

The field experience involved spending one week on the road visiting a variety of companies across different industries, allowing students to learn about various hiring practices for each firm. Students traveled to the Portland, Ore., and Seattle areas to network with more than 50 executives at Nike, Microsoft, Edelman and R2C Group.

Blake was chosen for the course based on her grade-point average, writing skills, a personal interview and professional recommendations. Participants were required to commit to an educational contract that outlined specific expectations of performance and behavior.

Blake said the course was an exceptional learning experience.

“Through this class, I was given an opportunity to know myself better than ever before,” she said. “I have learned how to take advantage of the strengths and weaknesses I have.”

The UM School of Business Administration is accredited by AACSB International, the most rigorous accrediting body for business degree programs in the United States. The school’s faculty includes renowned scholars recognized for pioneering contributions to their field. Graduates continue a strong tradition of leadership at the highest level in entrepreneurial ventures and leading corporations.

The School of Business Administration offers many experiential learning opportunities that are on the cutting edge of undergraduate education and are designed to prepare students to become valuable employees in today’s global economy.

For more information, go online to <http://www.business.umt.edu>.

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