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Homer student selected for University of Montana program

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NEWS RELEASE

Aug. 12, 2009

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HOMER STUDENT SELECTED FOR UNIVERSITY OF MONTANA PROGRAM

MISSOULA, Mont. —

A **Homer** 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.

Amanda Conley, a 2005 Homer Senior High School graduate and senior in marketing, 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.

Conley 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.

“So many students graduate from college and blindly go into the business world thinking they are entitled to an amazing job just because they excelled academically,” Conley said. “I was one of those students before I took this course. I now have a realistic and eager outlook on what the next step in my life entails, and can honestly say that I am now way more prepared for the real world than most people I know.”

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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Hometown (Homer Tribune, Homer News)

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