

**AMERICAN MARKETING ASSOCIATION
MEETING MINUTES OCTOBER 28, 2008**

Committees:

Athletic Department

We basically met and discussed what possible promotions, giveaways, etc. we could do to increase attendance at sporting events. Our main focus is on Women's Basketball, Swimming and Wrestling.

Some ideas we had include:

- DSP Promotions
- ROTC
- Ads in the Index
- Sponsors
- Putting ads around campus
- A 50/50 Ticket fund raiser
- Hula Hoops
- Kids Night
- A Band
- Bookstore Donations

The assistance athletics director also has a sheet of possible ideas that we can go over in our next meeting which is at 7:30 on November 4th. We are going to have our committee meeting with the athletics director assuming she can meet at that time.

Keep thinking of ideas and bring them with you to the next meeting.

Student Films/ Posters/ Lotion

Our group did not meet tonight, but we still have some updates:

- We have the Lotion business plan from the ag students.
- Dr. Cartwright suggested we start with the lotion packaging and encourage the students to get a table during Global Entrepreneurship Week (the week of 11/17).
- Our idea for the School of Business's TruTube has been approved.
- Working on brochure ideas and will be contacting people to gather testimonials.