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Students create 'flash marketing' business model

Huntsman Post

Students create 'flash marketing' business model

The Utah Statesman

By Cale Patterson

Some business students hope to succeed in their eventual careers and have little real-world experience before graduating. Three students from the Jon M. Huntsman School of Business have experienced success in business long before their degrees at USU are finished.

After Kevin Schmidt, a senior majoring in entrepreneurship, and two other students came up with an idea which allowed companies to market and advertise in a college demographic without limits from the university, the Flash Marketing Group or "iwannashirt" was born.

Schmidt and his partners Jarom Heaps, a managerial economics and finance major, and Jeff Nelson, who majors in accounting, thought their varied educational disciplines would be beneficial in a business venture.

Schmidt is the company's chief executive officer, Nelson the chief financial officer and Heaps the chief operating officer.

Using business logo-bearing t-shirts, games and prizes, Schmidt said they are able to market ideas and products to college students rapidly and effectively.