



2015

## Schoch '15 Named Outstanding Marketing Student

Kathy Tun '16

*Illinois Wesleyan University*

---

### Recommended Citation

Tun '16, Kathy, "Schoch '15 Named Outstanding Marketing Student" (2015). *News and Events*. Paper 2681.  
<http://digitalcommons.iwu.edu/news/2681>

This Article is brought to you for free and open access by The Ames Library, the Andrew W. Mellon Center for Curricular and Faculty Development, the Office of the Provost and the Office of the President. It has been accepted for inclusion in Digital Commons @ IWU by the faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

## Schoch '15 Named Outstanding Marketing Student

Feb. 20, 2015

BLOOMINGTON, Ill. — Michelle Schoch '15 (Cary, Ill.) has been named Illinois Wesleyan's "Outstanding Marketing Student" of the year by the St. Louis professional chapter of the American Marketing Association (AMA).

Schoch was recognized for her work as vice president of recruitment for the Illinois Wesleyan chapter and for her mentorship on the use of Prezi, an online presentation tool. Schoch, a business administration major, was recognized Feb. 20 at the chapter's 54<sup>th</sup> annual conference in St. Louis.

She is also a four-year member of the Student Athlete Advisory Committee (SAAC) and a two-year captain of the IWU Golf Team. After graduation, Schoch hopes to enter sports marketing. "The dream position would be working for the PGA Tour," said Schoch.

The AMA is a professional global association of marketers dedicated to innovation and education in the field. Established in 1937, the AMA is one of the largest marketing associations in the world with over 30,000 members involved.



Michelle Schoch

*By Kathy Tun '16*