

BROCK J. SWAN

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EDUCATION

Bachelor of Science in Marketing (College of Business Administration) – May 20XX
University of Wisconsin- La Crosse; La Crosse, Wisconsin

Courses taken included:

Promotions & Advertising
International Marketing
Product Promotions
Principles of Marketing
Buyer Behavior

Marketing Management
Market Research
Professional Selling & Sales Management
Industrial Marketing & Transportation

MARKETING PROJECT EXPERIENCE

Submarine Subs Marketing Campaign

Team project

- ♦ Researched the demand for Submarine Subs with college students after a new store was opened.
- ♦ Found that less than 50% of customers returned to submarines 2 weeks following a new store opening.
- ♦ Designed a “Save on Subs Sale” promotional plan to increase repeat customers.

EcoPark Promotional Plan

Marketing Team Project

- ♦ Investigated effectiveness of current fund raising techniques.
- ♦ Research revealed that current fund raising efforts were insufficient for the organization.
- ♦ Proposed a restructure of advertising placements in their magazine to include multi-year contracts at reduced rates. Potential benefit estimated at 15% annual revenue increase.

Häagen-Dazs International Expansion

Marketing Team Project

- ♦ Studied Häagen-Dazs ice cream product line to determine best approach for an expansion of sales into Asia.
- ♦ Conducted research of Asian culture and found many people were lactose intolerant.
- ♦ Recommended that the ice cream be made with soy milk and alternate blends.

ATHLETIC ACHIEVEMENTS

University of Wisconsin – La Crosse Football Team

Quarterback, 20XX-20XX

- ♦ WIAC Conference Champions 20XX, 20XX
- ♦ Four-year letter winner

EMPLOYMENT

Security Staff, La Crosse Center, La Crosse, WI, 20XX-present

Maintenance Staff, Brookfield High School, Brookfield, WI, 20XX-20XX (Seasonal)

REFERENCES

Available Upon Request