

# SPARTAN TIMES

Vol. 1 Num. 17

Friday, February 7, 1986

6 pages

## Producing Marketable Students

What's the secret of a program that has doubled the number of majors enrolled in it in just three years? An expanded number of courses which "seek to develop a well-rounded business student" and plenty of opportunities to see business being practiced. Speaking of the program's rapid growth since 1983, Mr. Lewis Handy, instructor of business, cited three major areas of concentration: management, accounting, and computer science. The last of these three, added in Fall 1984, now has fifteen majors.

As worthwhile as maintaining a vital curriculum is, equally important are the speaking engagements those in business classes and business club have attended in the past.

Friday, January 17, MBC's marketing class met with Director of Marketing Research at BHN Advertising Agency, Mr. Don Boettcher, to discuss job openings in his field. His colleague, Mr. Jerry Simon, whose area is industrial advertising, discussed how to pre-

sent one firm's product to another firm in the market for a similar item. Mr. Simon's discussion also included how marketing research is conducted and advertising in "consumer magazines" - magazines compiled for trade between businesses.

Business students Maria Olsen and Susan Luedde and communications major Rob Handy attended a breakfast meeting at W. U. Tuesday, January 21, where they heard Mr. David C. Farrell, May Company's chairman of the board, profile "Striving for Excellence". His triangle for success outlined excellence in retailing as the company's mission, an eighteen percent return on its investment as its objective, and salary increases for young managers and better-looking stores as its strategies.

Immediate business experiences like these change classroom theory into practice. Their impression on students is well-defined and, if enrollment figures are any index of success, this approach to program building evidently leaves students wanting more.

## MARKETING CONFERENCE

On February 28, thirty students from Mr. Lewis Handy's marketing class and Mrs. Jo Ann Miller's advertising class will attend the "Creative Marketing in a Competitive Environment" Conference at the Clarion Hotel downtown. Nineteen eighty-six marks the twenty-fifth annual marketing conference sponsored by the A.M.A. (American Marketing Association). Drawing usually over 900 business students from the Mississippi and Ohio Valleys, the purpose of the annual event is to elect marketing students of the year and to share marketing policies with academia.

Touting a past record of exceptional speakers from industry and business, this year's dais promises no less. "When It Absolutely, Positively Has to Be There Overnight" is the title of an address by William Conley of Federal Express; Dr. Gilbert Rapaille, president of Petrole, Inc., will speak on "Seducing the Shopper -- Marketing Archetype Profiling"; and Robert E. Lee, Manager of Ford's Marketing Programs and Strategy Office will discuss "The New Ford Taurus: the Marketing Concept at Work".

The luncheon is given expressly to honor those selected as Marketing Students of 1986 by the association's membership.

## CLASS ACTS

Selling Valo-Grams for Valentine's Day and a possible car wash are planned for Freshmen.

\$

The Sophomores will be holding "Servanthood Days" during Spring Fling Week and selling red and white carnations for Valentine's.

::

The Juniors, presided over by new president, Debbie Boaz, plan to stripe the parking lot when it is resurfaced.

\*\*\*\*\*

The Senior Class has had a bake sale, is planning at least one more, and will sell flowers on Valentine's.

-----

The award is prestigious: in 1985, only twenty-five out of 900 were recognized formally. To be selected, the student must first be nominated by his business club/class at college, then his activity profile reviewed by the A.M.A. The final selection occurs at this regional meeting. Winners have had marketing course work, have good academic records, and are recognized leaders on their campuses. The selection comes as a total surprise to those seated at the table during the post-lunch ceremony.

## BUSINESS OUTLOOK

On Missouri Baptist College's campus, the business major hosts the most students with almost one hundred enrolled. What happens when all these business majors are thrust from the safe academic world into the competitive commercial one? They begin looking for a job in their area of specialization. How soon one gets a job depends on how hard one looks, and a person can start in many places.

On February 28, the area colleges are holding a "Career Day" at Maryville College, where thirty companies will interview students for full-time positions open after graduation. Representatives from St. Louis and Washington Universities will talk to anyone interested in going to graduate school. For specific details see Mr. Lewis Handy.

One could also join the National Association of Accountants or the American Marketing Association, and then apply for jobs with other association members who are more likely to help an affiliate than someone else. Association applications can be obtained from Mr. Handy. Sample resume information can be gained from Mary Herman in the Dean of Students office.

Business majors worried about life after graduation

## KING FILM AT CONVOCATION

To highlight the innumerable contributions by ethnic groups to American culture and Christian heritage, MBC's Social Sciences Division will show the film, "Dr. Martin Luther King, Jr.: An Amazing Grace" at convocation on Thursday, February 13. The expanded convocation will take place from 10:30 to 11:40 a.m.

The film itself was originally produced for ABC television by Gil Noble, who hosts the program. King, himself a Baptist minister, narrates the story of his quest for social justice -- a quest depicted by real footage of the Montgomery bus boycott, the Selma-to-Montgomery March, the March on Washington, the National Campaign in Chicago, and the Memphis Sanitation Workers' Strike. Colleagues and others describe their association with this Nobel Prize winner.



-----  
might take comfort in the placement of former MBC students. For instance, Diana Smith (Class of 1984) works at Southwestern Bell; Sharon Car (1984), at General Dynamics; Lisa Harpole (1985), at Ralston Purina; and Mindi Lunsmann (1985), at Cencom Cable Television.

## "YOU ARE MY ROCK . . ."

Last Thursday's convocation featured evangelist Jim McNeil. Through biblical drama and music, Mr. McNeil interpreted Simon Peter's life with Jesus. Costumed in robe and headdress, Mr. McNeil portrayed the emotions that the disciple must have felt when he met, travelled with, and denied Jesus Christ.

A graduate of Hannibal-La-Grange Junior College and Oklahoma Baptist University, Mr. McNeil has recorded about sixteen albums. He travels worldwide spreading the Gospel of Jesus to colleges, churches, and other organizations.

## ACADEMIC EXCELLENCE

Congratulations to the following on their academic achievements:

HONOR ROLL (3.400-3.749 GPA) -- N. Albers, J. Bonine, T. Bonney, R. Brewster, C. Brown, T. Buck, L. Callahan, C. Delaney, L. Edelen, A. Frailing, J. Grimes, J. Harris, P. Heflin, C. Hembree, D. Hendrick, D. Hobson, B. Hulsey, C. Kassebaum, L. Luttrell, T. McCrary, E. Mesplay, M. Moran, S. Ogle, T. Puryear, M. Reich, E. Sandberg, T. Schaefer, D. Short, K. Stroder, B. Wallace, B. Yager, K. Zellars.

DEAN'S LIST (3.75-3.999 GPA) -- D. Baker, D. Blazer, D. Boaz, K. Carmody, R. Cornwell, T. Clemens, C. Fox, P. Frick, S. Huffman, D. Jaimerson, A. Jarman, T. Jobe, G. Jones, K. Juhasz, C. Kassebaum, S. Laurent, W. Perkins, P. Reese, A. Schumaker, G. Sullivan, J. Weston.

PRESIDENT'S CITATION (4.0 GPA) -- P. Ayers, M. Allison, B. Bardot, M. Berberich, T. DeClue, J. Dothager, Y. Ford, L. Galas, V. Ganz, L. Gmachl, C. Hicks, D. Hugland, M. Laverty, W. Munzlinger, M. Olsen, M. Otten, M. Pilkington, M. Rademacher, D. Rice, R. Shelton, L. Tate, J. Willis, E. Worzel, M. Zesch.

## HAIR PIECE

Dr. Dennis Sansom spoke at Student Foundation chapel on Tuesday, January 28. Though he stated at the outset that his subject was "Rights for the Bald," his conclusion made clear his metaphorical approach: "I hope you realize that I wasn't just talking about hair." According to Dr. Larry Davis, "The importance of intrinsic values such as truth, integrity, and a personal commitment to excellence" were the substance of the talk. "These determine a person's worth more so than externals such as hair or weight."

Before speaking, Dr. Sansom was presented with an award from Reverend Hal Bergen and Glenn Sperry from Cross Keys Baptist Church where Dr. Sansom had served as interim pastor.

## ON THE ROAD AGAIN

MBC's Track Team motored to Indiana U. Friday morning, January 31, hoping to run the rest of the field "off their feet". The two-mile relay team (Pittman, Plunkett, Jones, and Leaks) placed fourth (7:44). Anthony Leaks clocked a 1:55 in the 880 to place fifth. Jeanine Banks also took a fifth in the shotput with a throw of 44' 11". In the 3,000, Danny Bryant ran an 8:54 for seventh place. Bryant, Chatman, Jones, and Pittman composed the distance medley team. They placed eighth with 10:20 at the finish. The Spartan Track Team will again cross the Mississippi on February 8 to challenge Illinois U.

## CANDID CAMERA

Individual pictures for the 1986 Spartan will be taken Monday, 9:00 a.m. to 6:00 p.m.

## PHONE-A-THON KICK-OFF

On Tuesday, February 4, the Development Office began its first annual phone-a-thon. Nearly eighty percent of the fifty-four alumni contacted made pledges totalling \$310. Donations received will be channeled toward campus improvements such as refurnishing the Bywaters Lounge, and academic improvements like Spartan and alumni scholarships.

## TIED FOR FIRST

Despite an earlier loss in the week to the Rockhurst Hawks, the Spartans battled back to win an important conference victory on Saturday. The Spartans delivered the School of the Ozarks of its first home court loss in seven seasons. The final score was 74-69. High scorers were Anthony Moore (20 pts. / 9 rebounds) and Vince Spencer (15 pts.). On Monday, February 3, the Spartans tromped the Baptist Bible Patriots, 60-57. This victory placed MBC tied for first place in the Ozark Collegiate Conference with Westminster. MBC's current record is 18-12, 7-2 in conference.

Anthony Moore was named Player of the Week in the Ozark Collegiate Conference. In two games the 6-foot-5 forward scored 40 points.

## HAVING TROUBLE PAYING TUITION?

Here is an opportunity to "work-off" your tuition debt through the International Trade Exchange. The Financial Aid Office has information on available off-campus jobs and will refer you to the job that fits you. Instead of getting paid directly, the company will pay the college to help cover tuition cost. Interested? Make an appointment with the Financial Aid Office.

THIS WEEK'S EVENTS

HAVE A HEART

- 7 Senior recital-Craig Hembree  
8:00 p.m., choir room
- 8 Men's & Women's Indoor Track  
Illinois University
- 9 Dean's Council - 8:30 a.m.  
Women's Club - 6:00 p.m.
- 10 Basketball - Evangel  
7:30 p.m. Away.
- 11 Chapel: Faculty Recital  
featuring Cathy Benton, and  
Joseph O'Connor.  
Phone-a-thon  
Parents & Friends meeting  
7:30 p.m.
- 12 Faculty meeting - 3:30 p.m.  
Blood Drive  
Basketball - Westminster  
7:30 p.m. Away.
- 13 Trustee Meeting - 8:30 a.m.
- 14 Valentine's Day
- 15 Basketball - Columbia College  
7:35 p.m. Home.  
Men's & Women's Indoor Track  
Central Mo. State Univ.

ATTENTION NURSING STUDENTS!

Any Missouri Baptist College nursing students interested in scholarships and/or loans may set up an appointment with the Financial Aid Office to discuss their availability.

PRAYER REQUEST

Please be in prayer for Vernon McClearn whose father passed away on Tuesday, February 4, 1986.

This semester the blood drive will be held February 12, from 9:00 a.m. - 2:00 p.m., in the Bywaters Lounge. Anyone interested in donating blood see a member of the Presidents Club or stop by Dean Miller's office. Take twenty to thirty minutes of your time and give: you may save a life!

.....  
Come to me, all ye who labor and are heavy laden, and I will give you rest. Take my yoke upon you, and learn from me, for I am gentle and lowly in heart, and you will find rest for your souls. For my yoke is easy, and my burden is light.

--Matthew 11:28-30

.....  
OPERATING STATEMENT: The Spartan Times is published weekly during the fall and spring semesters by Missouri Baptist College, Creve Coeur, Mo. SPONSORS: Dr. Connell Walker and Ms. Kathleen C. McCaffrey. EDITOR: Julie Dothager. FEATURE EDITOR: Kris French. COPY EDITOR: Paul Reese. REPORTERS: David Blazer, Kelly Cox, Mary Hagermann, Deana Hudson, Sheila Morrow, Miriam Otten, Warren Perkins, Paul Pfeiffer, Dawn Routszong, Rick Satterthwaite, Diane Scheffing, Deana Short, Britt Wallace.