

# Business Matters

The DeVoe Division of Business Newsletter



## Registration Begins!

October is full of fall weather and advising season. This month faculty have been working hard to meet with all our advises for spring scheduling. Students go through the following process each semester to prepare for the upcoming semester.

1

Set up meeting with advisor.

2

Look at degree audit & 4-year plan and select courses.

3

Meet with advisor and approve classes.

4

Register for classes when your time slot opens.

Some students are also working on being accepted into the division. In order to be accepted into the division, students must complete, or be in the process of completing the common core classes. They then fill out an application and write an essay. Once their application is accepted, they interview with their advisor to discuss goals they have for the rest of their time at IWU.

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## Marketing Students create Advertising Campaign for CICOA

Last spring semester, marketing students from the Advertising and Promotions class had the opportunity to create the design for a direct mail flyer for CICOA Aging & In-Home Solutions. CICOA Aging & In-Home Solutions is a not-for-profit agency and one of the 700 area agencies dealing directly with the aging population nationwide.



CICOA empowers older adults, and their caregivers, by providing the services and support they need to achieve the greatest possible quality of life. The students were put into groups and were given milestones to complete through the course of the semester.

Ultimately, they were able to create a final prototype for CICOA to use. At the end of the semester,

Professor Payne and the class hosted CICOA's marketing director and the VP of advancement on campus so they could present their work. The members from CICOA were very pleased with all the designs presented and had a tough time deciding the winner. Ultimately, they chose the group that consisted of Olivia Reber, Jordan Wharton, Tristan McNaughton, Diego Freire Garcia, and Aleksander



Weber. Congratulations! In the future, Professor Payne hopes to continue doing experiential learning projects, such as this, in every class.

## PROGRAM SPOTLIGHT: MARKETING

This fall, Professor Payne has invited guest speakers from businesses around the area such as Northwestern Mutual and Salesforce. He stresses that, "Guest speakers provide our students with critical insight regarding their industry. They also connect the theoretical concepts that are being taught in the classroom to the real world experiences they have, which provides a much more holistic approach to learning for our students." – Professor Andre Payne

Through a guest speaker, Jaylen Fenderson, from Salesforce, marketing student, Caleb Kelley, was able to build a connection. He liked how passionate Jaylen was about his job and a few days later reached out to Jaylen through LinkedIn. Caleb scheduled a time to tour Salesforce's Indianapolis office where he also met the hiring manager. Caleb worked to stay in touch with both Jaylen and the hiring manager and eventually applied for a job there. After a rigorous interview process, Salesforce offered him a job as a Business Development Associate. He will start there in February 2020. Caleb says that "It is because of Prof. Payne's efforts to create countless opportunities for us as a business student to thrive that I was able to make this connection. Not only did he give me the opportunity to connect in the first place, but he was also there every step of the way." Congratulations Caleb!

