

AU student chapter of AMA selected as 'most revitalized'

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The Alfred University student chapter of the American Marketing Association (AMA) was awarded "Revitalized Chapter" of the year at the AMA International Collegiate Conference in New Orleans in early April. William Ward, the chapter's faculty adviser, said, "I am very proud of the students for all their hard work. Thank you everyone for all the support and encouragement in helping Alfred University AMA to become a leading chapter." Ward was also awarded the "Hugh G. Wales Award for Outstanding Faculty Adviser." Ward earned a Ph.D. in mass media and information sciences from Michigan State University, and a master of science degree in market research and a bachelor of science degree in advertising and public relations from Grand Valley State University, Allendale, MI. He has taught classes in the United States, China, Italy, and France, and has taken more than 200 students on international study abroad tours. Throughout his academic experience he has worked in industry and also consulted with numerous Fortune 500 companies and not-for-profit organizations as owner and president of 4-Ward Communications, an integrated global marketing communications consulting firm. Client industries include aerospace, agriculture, automotive, banking, entertainment, food, retail, tourism and numerous not-for-profit organizations. Ward specializes in international marketing, advertising, public relations, branded entertainment, product placement, and film marketing. He has been quoted in The New York Times, The Wall Street Journal, The Christian Science Monitor, The Lions Dailey, the Associated Press wire, numerous blogs, and has also been interviewed on radio and television. The AMA Collegiate Conference attracted 1,350 students from around the country, a record attendance. There are 200-plus collegiate chapters and 12,000-plus collegiate members nationally. Some 120 leading collegiate chapters competed, networked, and shared tips on how to run a great chapter. There are 38,000 AMA professional members. Nationwide. Founded in 1836, Alfred University became the first coeducational institution in New York State and the second in the nation. About 2,000 full-time undergraduate and 400 graduate students work and live in 52 buildings on a scenic 232-acre hillside campus adjoining the village of Alfred. The nonsectarian University is comprised of the privately endowed AACSB-accredited (Association to Advance Collegiate Schools of Business) College of Business and the College of Liberal Arts and Sciences, as well as the NYS College of Ceramics (Kazuo Inamori School of Engineering and the School of Art and Design). Bachelor's, master's and doctoral degrees are awarded.