Collegiate Competitions: Successes and Student Learning

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Research Study Overview

- Fierce competition for entry-level positions
- Competency and execution expected
- What makes the difference?

Course Components
- Quantitative Research Project
- Qualitative Research Project

Co-curricular Activities
- Professional Association Membership
- National Competition Participation
Literature Review

- Client-based project effectiveness
  - Parsons & Lepkowska-White, 2009; Raska, Weisenbach Keller, & Shaw, 2013

- In-class and national competition effectiveness
  - Rundle-Thiele & Kuhn, 2008; Vander Schee, 2012

- Professional association participation not well-established
  - Distinguish from others, Roulin & Bangerter, 2013

- What motivates students to get involved and how can the desire be replicated in other students?
Method

- Small liberal arts college
- Four sections of upper level marketing courses
- Required client-based research project
- Optional national competition participation
- Optional professional association membership
- Survey administered to assess student perceptions
Preliminary Results

- 75 completed surveys
  - 39% Marketing, 40% Business Administration, 21% Other
  - 48% Senior, 45% Junior, 7% Sophomore

- Activity participation
  - 91% Qualitative Research Project
  - 71% Quantitative Research Project
  - 45% Professional Association Membership
  - 27% National Competition

- Student perceptions
  - Level of agreement 1=strongly disagree, 5=strongly agree
<table>
<thead>
<tr>
<th></th>
<th>Qual. Project (n=68)</th>
<th>Quant. Project (n=53)</th>
<th>Prof. Assoc. (n=34)</th>
<th>National Comp. (n=20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved my resume</td>
<td>3.85</td>
<td>3.96</td>
<td>4.76</td>
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<tr>
<td>Enhanced my learning</td>
<td>4.54</td>
<td>4.57</td>
<td>4.26</td>
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<td>Applied course concepts</td>
<td>4.65</td>
<td>4.62</td>
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<td>Was not really worth it</td>
<td>1.88</td>
<td>1.66</td>
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<td>Fostered teamwork</td>
<td>4.24</td>
<td>4.32</td>
<td>4.44</td>
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<td>Developed comm. skills</td>
<td>4.44</td>
<td>4.25</td>
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</table>
Discussion & Next Steps

- **Student or activity characteristics more relevant?**
  - Self-selection bias
  - Research projects required, professional association and national competition optional

- How to connect optional activities to course concepts?

- Larger sample

- Include additional national competitions

- Evaluate student motivation
Successes, but sustainable?

- CPRF Take Flight with PR Video Competition
- Caples Student Campaign of the Year (IKEA)
- GfK NextGen Marketing Research Competition
- AMA UW-W Challenge (Kohl’s)
- Northwoods UW-EC Sales Warm Up
- AMA National Case Competition (Hershey’s)
- Collegiate ECHO Marketing Challenge (Dominos)
- AMA Website Competition
- Google Online Marketing Challenge
- Collegiate Effie Challenge (Kotex)
- AMA Business Simulation Competition (SABRE)
- AMA Marketing Strategy Competition
- National Collegiate Sales Competition (ADP)
- EP Case Competition (American Petroleum Institute)