



News Release

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Athens, GA— Dominick Floyd, a student in the Marketing Management program at Athens Technical College, placed second in a marketing plan competition held in conjunction with the Delta Epsilon Chi International Career Development Conference in Anaheim, CA, in April.

Dr. Sandra Denero, chair of the Marketing Management program, states that Mr. Floyd was paired with three other students at the national conference to compete in this event.

“The students had never met before they were paired together to create a marketing plan for Tilly’s, a local retail chain store in the Anaheim area,” Dr. Denero said. “His team visited one of the Tilly’s locations in order to talk to the company’s marketing representatives. They had only a couple of days to complete the plan.”

She added that the students stayed up late into the night perfecting the plan and preparing for the presentation.

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Athens Technical College

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Athens Technical College student places at international conference

Delta Epsilon Chi engages students from a variety of educational disciplines at two- and four-year colleges and universities by maintaining a strong focus on business-related areas such as marketing, management, and entrepreneurship.

Team members who competed with Mr. Floyd included Daniel Warner from South Central College in Minnesota, Marco Lau from Spokane Community College, and Efrain Morero-Salamanca from the University of Washington at Bothell. The team received a \$500 award for placing second in the competition.

Mr. Floyd serves as the club treasurer of the Athens Technical College chapter of Delta Epsilon Chi.

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