



Pittsburgh

2021 AMA PITTSBURGH COLLEGIATE MARKETING PLAN COMPETITION

The 2021 American Marketing Association (AMA) Pittsburgh's Collegiate Marketing Plan competition took place virtually on Friday, March 26, 2021. Student teams from five area universities took on the challenge of developing innovative solutions to a well-written complicated and challenging hypothetical case for a hypothetical company.

Over the course of the spring semester, the collegiate teams gathered research, participated in question and answer sessions, and built their plans. A panel of professional Pittsburgh marketers served as judges, and selected the following teams as winners:

1st place – [Messiah University](#) (Ben Writer, Joe Crocenzi, and Joey DePaul)

2nd place – [Chatham University](#) (Abigail Kneuss, Charles Bradsher)

3rd place – [Slippery Rock University](#) (Ben DeRose, Cody Nicastro, Ethan Corbin, Nolan Alan)

Congratulations to all teams above as well as University of Mount Union and West Virginia University who all participated in this year's competition. From a WVU student participant "The competition was a great experience to see what our peers in other schools are doing when it comes to business, [and] just a good life experience in general..."

As AMA Pittsburgh's VP of Collegiate Relations, along with our competition sponsor, Robert Morris University, and case author, Dr. Steve Clinton, we extend our thanks to each of the competing student teams and their marketing faculty/advisors. In these "no contact" times, it is refreshing to know that students are still willing to roll up their sleeves, apply things they've learned in on-ground and virtual classrooms, and dig in to and learn even more to participate in the case competition.