

Student Travel Grant Application

ABSTRACT

The primary goal of attending the 2015 Marketing Management Association Spring Conference is to present a marketing research paper I co-wrote with the Dr. Rama Yelkur entitled: Super Bowl Advertising: Positive Emotions as a Driver of Likability. Through the duration of the conference I will be making a presentation of the paper, attending other marketing research presentations to increase my knowledge of the different realms of marketing, and attending the Innovative Marketer Brunch where I will get to listen to Dr. Michael Solomon, the 2015 MMA Innovative Marketer. From presenting at and attending the conference, I will learn additional information from current marketing professionals. The anticipated outcomes of attending the conference is to receive outside perspectives about my research allowing me to constructively continue my research as well as prepare and extend the paper for future journal publication based on the feedback received.

NARRATIVE

Background & Context

Dr. Rama Yelkur, Dean of the College of Business & Management, and I have been collaborating on Super Bowl ad likability research for a little over a year now. Since I joined her, I detected a new variable to ad likability: positive emotions. For months now, I have been studying this concept and fortunately, was able to co-write a conference paper with Dr. Yelkur that has now been accepted to be presented at the 2015 Marketing Management Association Spring Conference. I will be presenting the paper at the conference in front of an academic audience on Thursday, March 26th at the Palmer House Hilton in Chicago, IL. The need for the Student Travel Grant comes from not having any other financial resources (aid) to present at the conference. This conference is appropriate for me to attend because I have done the research on our topic for over a year and because I am a Marketing major and this research is relevant to me. By receiving the financial support I need, I will have the opportunity to exercise my public speaking skills in market research, formally share the compelling results of the paper, and gather more insight on the different realms of marketing as I will be attending other presentations which will be crucial to my learning experiences and future research.

Goals and Outcomes

The travel goals are to arrive in Chicago, IL, on Wednesday, March 25th, 2015, the day the Marketing Management Association Spring Conference begins in order to attend the extended three day events. On Thursday, March 26th I will be presenting my paper entitled: Super Bowl Advertising: Positive Emotions as a Driver of Likability. I will wrap up the conference by going to other presentations – this will add to the knowledge I have about marketing and possibly contribute to my future research – and a brunch which the presenters and presentation chairs will attend to adjourn the conference and give any remaining feedback to the presenters.

Significance & Impact

The benefits of attending the Marketing Management Association Spring Conference include, gaining presentation and public speaking experience, receiving substantial feedback on my research from current marketing professionals, and having the opportunity to gain insightful knowledge about the different realms of marketing through other research presentations as well

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as the opportunity to publish an improved and extended version of the paper in a marketing journal.

Evaluation

The experiences I will have at the MMA Spring Conference will continue to be fruitful to me even after the conference is over. I will use the feedback I receive from the judges as constructive criticism in order to enhance my own presenting and public speaking skills. In the field of marketing, there are research presentations and creative pitches presented to clients every day and if you are not trained very well in this area the viewers of a presentation may not see the potential with you or with what you are discussing. I will also take special note of information I receive in other marketing presentations or feedback from my own report that could be crucial to future research and future publications. Through interaction with the marketing professionals attending the conference and presentations I sit in on, I will be prone to take in information that could enlighten an entirely different side of marketing that I had not considered before. By getting to interact with other Marketing academics and professionals, I will be expanding my network to assist me in my future career and higher education goals. There are very few undergraduate students that get to present at reputable conferences such as this and being one of few will give me the opportunity to be recognized.

Timeline

Wednesday, March 25th, 2015

Departure: Saginaw, MI, at 12:00 pm

Arrival: Palmer House Hilton, Chicago, IL, at 5:00 pm

**See enclosed itinerary for specific conference timeline entitled: Courtney Seamon_Preliminary MMA 2015 Spring Conference Program.pdf

Saturday, March 28th, 2015

Departure: Palmer House Hilton, Chicago, IL, at 11:00 am

Arrival: Saginaw, MI, at 4:00 pm