



Student Marketing Case Competition

Food Distribution Research Society

New Orleans October 1-2, 2016

The 2016 Annual Meeting of the Food Distribution Research Society will be held at the New Orleans Downtown Marriott at the Convention Center from September 30th- October 4th. The Student Marketing Case Competition will be held over two days – October 1st and 2nd. Teams can consist of 3 to 5 undergraduate and masters-level students, however the majority of the team members must be undergraduate students. Registration fees are \$350 and teams should register for the competition no later than August 31, 2016. Registration includes attendance to all FDRS case events. For more information, please contact contest chair Lurleen Walters (Lurleen.walters@msstate.edu). Additional information is available at fdrsinc.org.

Live Case Study Competition at the 2016 FDRS Meeting

University students get the opportunity to play the role of consultants, competing to give a live presentation for a mystery company over this two day event. Students will make their bid presentation to the company's executive team. This real world challenge provides students the opportunity to apply their knowledge of food distribution, marketing, management, economics, and merchandising.

Representatives from the sponsoring company will be on hand to present the case on Saturday morning. Details about the company will be withheld from all teams until the morning of the contest, however registered teams will receive some topic guidance and additional instructions two weeks prior. Student teams will have Saturday afternoon to craft their presentation and prepare for the first round of competition on Saturday evening, with the final round Sunday morning. The top three teams will split \$1000 in prize money.



2015 FDRS Student Case Competition 1st Place Team

California State University, Chico

From left to right:
Dante DiSano, Seanna Griffis, Marnie Dalton,
Luke Benton, Angela Faryan, Enrique Pinon

