



PRESS RELEASE

TCC Students Take a Different Approach to Final Exam

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TALLAHASSEE, Fla. -- Tallahassee Community College students enrolled in the course "Marketing the Individual" (MAR 1341) will break from tradition when they meet for final exams on Tuesday evening. Rather than spend time recalling information learned throughout the semester on the traditional exam, students will "schmooze" with members of Tallahassee's business community during Tuesday's 5:30-7:30 p.m. exam period.

As a capstone experience for the course, adjunct instructor Patty Aronoff arranged a "meet and greet" session to give the students real experience in interacting with business professionals and practice the art of selling themselves in a one-on-one setting. The "exam" will take place in Rooms 192 and 193 of the Student Union.

"During the past 15 weeks, the students have learned the value of marketing research, marketing planning, the career life cycle and positioning as necessary foundations for a successful career," said Aronoff. "Now they will get a chance to use this knowledge to make real connections in the real world."

Professionals in attendance at the meet and greet come from diverse fields, including graphic arts, non-profit administration, sports marketing, and veterinary science. Those scheduled to attend include: June McKinney Bartelle, Attorney; Jerry Schilling, Certified Public Accountant; Rich Carter, Musician; Josh McCellann, Graphic Designer; Jeremy McCellann, Graphic Designer; Steve Griffin, Digital Media; Kristen Przywara, Veterinary Technician; Dr. Mollie Fox, Veterinarian; and Christine Hecht, Sports Management.



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