



## FOR IMMEDIATE RELEASE

DATE: February 5, 2014

Contact: Mary B. Relotto  
Position: Founder, Dames Bond LLC  
Phone: 614 209 3556  
Email: maryb@damesbond.com

Leslie Fine, PhD  
Associate Professor  
The Ohio State University  
fine.5@osu.edu

### **OSU Students Get Real Life Experience Helping Local Business**

Columbus (OH) - This semester, senior marketing students at The Ohio State University are getting a real-life strategic marketing experience, consulting local business, Dames Bond, One of Columbus' premiere business communities for women.

*Marketing Projects* is a course designed like a marketing consulting project. It gives students the opportunity to experience a real client engagement.

"Students need to experience strategic problem-solving in the context of a real client's decisions, to help them apply the tools and concepts they learned in their marketing coursework," said Leslie Fine, PhD, Associate Professor of Marketing, Fisher College of Business, The Ohio State University.

This particular course is helping local businesses and organizations by giving them a semester's worth of student consulting. In exchange the students learn how to work in a real strategic problem context, with very little financial risk.

"Selecting a local company is important because I want to make sure my students work with a leader invested in Columbus. Selecting a small business is important because many don't have a budget for such intensive consulting. It's a wonderful way to give back to the community as a whole. Everyone wins!" said Dr. Fine.

*Marketing Projects* requires students to conduct secondary and primary research, to develop a set of strategic priorities and to create the tactical details of a strategic plan. At the end of the course, the students present their strategies to the client.

The students are working with Dames Bond on retention and growth. "I'm excited because the students are coming to me with new ideas and an eagerness to help my company thrive." Said Mary B. Relotto, founder of Dames Bond. Dames Bond's mission is to help women entrepreneurs connect to consumers, resources and opportunities.

The course is a capstone experience for seniors who will be entering the business world in the near future. The Semester ends in April when the winning team will be selected.