



Stockton Students Partnered with Atlantic County Organizations for Service-Learning

Helped Plan Wine and Food Festival, Researched Main Street Atlantic City

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Galloway Township, NJ- Students in Dr. Jennifer Barr's Strategic Marketing class gained hands-on marketing experience this semester while planning the Wine and Food Festival and gathering data to help promote shopping and dining along Main Street Atlantic City.

A team of students created a comprehensive marketing plan for the 3rd Annual Wine and Food Festival to be held October 19-20, 2013 at Lake Lenape in Mays Landing. They developed a brochure, web page banner and a news release, which was published in Stockton's student-run newspaper, The Argo.

"The team also secured local vendors and national sponsors, and arranged for local entertainment. Their proudest accomplishment, however, was the establishment of a homemade wine competition to showcase amateur and professional winemakers in South Jersey," said Dr. Barr, professor of Business Studies.

The festival plan was presented to the Mays Landing Merchants Association.

A second team partnered with Main Street Atlantic City to conduct a research project exploring how to motivate potential consumers who work in the city to shop and dine locally. The team surveyed professionals from AtlantiCare, the Casino Reinvestment Development Authority (CRDA), City Hall and the Cooper Levenson law firm to collect data about their views of the Main Street project. The data can be analyzed to determine ways to encourage area professionals to spend time in the downtown district during the work week.

Students who worked on the Main Street project presented their research to the CRDA and to Atlantic City Mayor Lorenzo Langford.

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