

NEWS RELEASE

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"I AM CALLED" Campaign Wins First Place

Irvine Business Students Compete in National Marketing Competition

Irvine, CA (May 3, 2012) – On April 20th, [Concordia University Irvine's](#) (CUI) business students Kevin Black, Danielle Davis court, Zack Freeno, Melissa Merrill, Samantha Moser and Johanna Sceresini achieved [First Place](#) in the **LCEF (Lutheran Church Extension Fund) National Student Marketing Competition** in St. Louis.

Students from four Concordia universities nationwide conducted research, designed marketing plans and rehearsed presentations in the months leading up to competition. The Concordia University Irvine team, under the guidance of Professor Carolyn Shiery, compiled research and developed a campaign with a core message of **"I Am Called."** They created videos, promotional materials and an electronic/social media strategy.

"Overall, I think the students did an outstanding job, achieved what they set out to do and learned so much more than just creating a campaign," said Shiery. "They enjoyed meeting the executives and staff at LCEF and students from across the country. It was an opportunity of a lifetime."

LCEF plans to invest up to \$200,000 towards implementing the CUI-developed marketing campaign in their efforts to support their role as a service partner of the Lutheran Church – Missouri Synod (LCMS).

"We expect to use the students' fresh ideas and unique perspectives in future efforts to raise awareness of our organizations' mission," said Becca Jones, LCEF senior vice president of marketing.

More information about the LCEF National Student Marketing Competition including a [video](#) of the final presentations can be viewed at LCEF.org.

About Concordia University Irvine

Concordia University Irvine is a *U.S. News* Top Tier Regional University that prepares students for their vocations—their calling in life. CUI offers undergraduate, graduate, and adult degree programs in a beautiful Southern California location, with online and regional cohort options.

A member of the Concordia University system of [The Lutheran Church – Missouri Synod](#) and guided by the Great Commission of Christ Jesus and the Lutheran Confessions, [Concordia University Irvine](#) empowers students through the liberal arts and professional studies for lives of learning, service and leadership. Connect with CUI: [Facebook](#), [Twitter](#), [Vimeo](#), [YouTube](#) and [LinkedIn](#).

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