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SAMFORD UNIVERSITY STUDENTS TO COMPETE IN 2015 BATEMAN CASE STUDY COMPETITION

Birmingham, AL. (January 29, 2015) – Samford University students Cameron Cross, Bailey Fuqua, Corry Mulligan, Taylor Pigman and Cassady Weldon are competing in the Public Relations Student Society of America’s (PRSSA) 2015 Bateman Case Study Competition. The students will be competing against college and university students across America to create a custom public relations campaign for Home Matters, in an effort to raise awareness of market-rate housing throughout the nation. The campaign will take place during the month of February 2015 and all supporting documents, research and findings will be submitted to PRSSA Headquarters in New York City by March.

The 2015 Bateman Case Study Competition focuses specifically on Home Matters, a non-profit, affordable housing service that offers funding and home placement for all families. Samford University’s PRSSA Bateman Case Study Competition team, in partnership with the local Home Matters chapter, Neighborhood Housing Services of Birmingham (NHSB), will launch the “Unlock Birmingham” campaign during the month of February. The campaign will raise awareness of market-rate housing opportunities in Birmingham provided by NHSB.

“This is a wonderful opportunity for our students to be able to showcase their work,” said Dr. Betsy Emmons, Assistant Professor, JMC department. “The Bateman Case Study Competition is an integral part of PRSSA and I am looking forward to the great campaign our students create.”

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Samford’s chapter of the Public Relations Student Society of America is an organization that helps PR students get a head start on their careers by fostering relationships between students and professionals in the Birmingham area. PRSSA gives students a chance to fine tune their communication skills through internships and competitions. Students can also run for leadership positions in PRSSA as well as work for the Samford chapter’s student-run PR firm. PRSSA also presents programs of local professional speakers once a month. Speakers address current trends in the profession and relate their professional experience to students.