

Ceremony For Target Case Study Competition Winners

By: Paul M. Wilkins and Amber Gardner

A team of six students, who participated in the Brooklyn College Target Case Study Program, will be awarded a \$3,000 grant in an award ceremony sponsored by Target Corporation on May 6.

Introduced to business students by Professor Myles Bassell last fall, the Target Case Study Program is a unique contest of skill and ingenuity. Most of all, it is a chance for students to be exposed to the corporate world and to work closely with Bassell - a coach with a wealth of business experience.

"Many nights we were on campus past midnight collaborating on a presentation to Target executives," said Bassell, of winners... "Their input was impressive and their presentation was outstanding. I am very proud of what they achieved."

The three-month learning project served as a hands-on learning experience for the students.

It was a "tribute to active learning and experiential education," added Bassell, who often deploys these principles in his courses.

Examples of active learning concepts implemented by Bassell includes The Ted Leibowitz Business Plan Competition, and the Business Leadership Society, all held at Brooklyn College.

In the Target Case Study Program, students worked to develop a merchandising plan and product mix for the company. The students were tasked with formulating a strategy that appealed to the multicultural market.

In preparation for the competing team's final presentations, Bassell implored Target Campus Recruiter Aubrey Rose Kaiser and Target Campus Liaison Abihail Yisrael. The duo provided students with direction and an overview of Target's history and goals.

The Target Corporation is a multibillion-dollar retailer with over 300,000 employees, and over 1,000 stores all over the country.

It is a chain that specializes in the latest trends and fashions within the United States.

Most recently, Target opened a mega store in the culturally diverse area of Flatbush, Brooklyn.

Since the new store is a block away from Brooklyn College, executives are benefiting from this prospect by soliciting help from neighboring college students and by marketing their brand name to the ethnically diverse campus. Target's Career Presentations and the Case Study Program are both exclusive to Brooklyn College.

Target has sought various ways to include students in the strategic marketing plan behind their grand opening.

Bassell, the sponsoring professor of the competition, regularly lectures capstone business seminar classes, an orientation designed to prepare business majors for the professional world.

As a lecturer, he is no stranger to coaching undergraduates. In addition to teaching full-time, he serves as an advisor, coach, and mentor to students. In spring 2007, the organization, "Who's Who among American Teachers," awarded the professor for his excellence as a distinguished professor and for his contributions to the education of America's youth.

As a teacher and coach, Bassell is an active member of the educational community.

The Economic Department is a prominent division in the college community, with Dr. Robert Bell and Dr. Hershey Friedman at the helm. Every semester students attend business classes to improve their managerial, marketing, accounting, or financial skills.

The Target competition gave students a chance to work in their community and participate in real world examples rather than textbook cases of management and financial scenarios. Students were able to expose themselves to the today's leaders, and were given the means to become the managers and directors in the future.

For more information on the Target Case Study Program, visit: <http://userhome.brooklyn.cuny.edu/bassell/target2007>.

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