

## **For Immediate Release**

### **Wheeling Jesuit University Communications Students Partner with Gold, Khourey & Turak**

WHEELING, WV, May 7, 2010 — Five creative Wheeling Jesuit University students put together a custom marketing plan that is so good, it's going to see real action at local attorney firm, Gold Khourey and Turak.

“Heading into this program, I had no idea what to expect,” said attorney Jon Turak. “But I’m impressed. I’m really pleased with what these students have put together.

As evidence of the program’s success, Gold, Khourey and Turak will be implementing certain elements from the student-created campaign into their current marketing efforts. The firm announced it will make a donation to Wheeling Jesuit as an expression of appreciation.

“We are grateful to Gold, Khourey and Turak for supporting our academic programs and for making a generous donation to the University,” said Interim President Sister Francis Marie Thrailkill, OSU. “Collaboration like this is what higher education is all about.”



Gold, Khourey and Turak was one of four local businesses that took part in a hands-on marketing project organized by Professor Carrie West for her professional communications class.

After consulting with each business, the students worked as a team to assess the needs of each “client” and then developed a creative front-to-back marketing campaign based on their research and what they had learned in the classroom. Twenty students participated in the advertising and communications project.

“There’s a tremendous difference between learning hand-on versus a book or lecture,” said West. “Having community clients allows Wheeling Jesuit students to not only examine their advertising efforts, but also to offer entirely new creative suggestions. It’s a priceless opportunity for young communications professionals.”

“This class changed my perspective on advertising,” said junior Chris Reel of Ontario, Canada. “Working with Gold, Khourey and Turak allowed our team to witness the strategy development phase behind a campaign and the creation of tactics to make it succeed.”

Sophomores Anda Isosache, Brynne Jewell, both of Wheeling and Jessica Steve, East Liverpool, Ohio along with senior Carrie Tyo, Beallsville, Ohio, are also a part of the Gold, Khourey and Turak student team.

“I’m impressed with the level of commitment and professionalism by both the students and the University. We’re fortunate to have programs like this here in the Ohio Valley,” said Turak.

Other businesses that partnered with the University included: Family Pet Practice of Moundsville; Marshall County Animal Shelter and Richelle Blair Photography of Glen Dale. All of the businesses will be incorporating suggestions from the students into their marketing plans for the future.

Wheeling Jesuit University is one of 28 Jesuit colleges or universities in the country and offers students an exceptional education. Since 1995 *U.S. News & World Report* has ranked WJU among the top institutions in its “Best Master’s Universities in the South” category.

WJU ranks 180 out of 600 in the Forbes Best Colleges survey 2009.

The campus is also home to the Robert C. Byrd National Technology Transfer Center, the Erma Ora Byrd Center for Educational Technologies®, the NASA-sponsored Classroom of the Future, a Challenger Learning Center® and the Clifford M. Lewis Appalachian Institute. For complete information, please visit [www.wju.edu](http://www.wju.edu) or call 1-800-624-6992.