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The Beauty of Business

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THE BEAUTY OF BUSINESS.
Why you should join the URI College of Business

**Timeline**
Humans of URI is only the first step.
I am Steve Leone. A marketing student who values authenticity, sustainability, mindfulness, and compassion.
Humans of URI parleys into The Beauty of Business — an intersection of an appreciation for beauty and excellence.
This project conveys the inherent beauty, brilliance, and value proposition of the College of Business.
I set out to create candid multimedia marketing material for prospective students.
My R.A.M.S theme has shaped the stories I heard.

**Process**
Organized, prepared, conducted interviews
Kate Marcellino is my photographer
Dean Libutti is my mentor
Interview CBA Community members
Simultaneous promotional marketing
Advertising and Promotions
Exemplar is applicable to all academic colleges

**Application**
Consumer storytelling
Advertising and Promotions
Interview planning, preparation, and execution
Brand building, maintaining, and representing Social Media Marketing

**R(ams)** Tell me about the people in the CBA.
**A(uthentic)** Piece of advice for an incoming CBA student.
**M(oving)** An experience in the CBA that is moving. Gave you goosebumps.
**S(pcial)** Why should someone choose the URI College of Business?

“**Our students are spectacular. They’re hungry. They’re driven. They’re passionate. They’re kind. They see the world in a different way.**”

— Donna Gamache-Griffiths, ESQ. & Lecturer

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Dean Libutti,
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The willing & enthusiastic CBA participants

**Dean Maling Ebrahimpour**

**Ogo Igwe**

**Donna Gamache-Griffiths**

**Kate Marcellino**