

5-2018

The Beauty of Business

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Recommended Citation

Leone, Steve and Marcellino, Kate, "The Beauty of Business" (2018). *Senior Honors Projects*. Paper 644.
<https://digitalcommons.uri.edu/srhonorsprog/644>

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THE BEAUTY OF BUSINESS.

Why you should join the URI College of Business

STEVE LEONE, Marketing
Co-Founder of MultiMediaManifested

With the help of **Kate Marcellino** - Junior Marketing major & Co-Founder of MultiMediaManifested

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 parlays 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.



Dean Maling Ebrahimpour

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

Ogo Igwe



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(pecial) 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



Donna Gamache-Griffiths

Acknowledgements

Dean Libutti,
Vice Provost, Enrollment Services
The willing & enthusiastic CBA participants

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