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A division of the National Association of College Stores

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FOR IMMEDIATE RELEASE

**OnCampus Research Taps Creativity
of University of Texas Marketing Students**
Goal is to increase understanding of student consumers

May 27, 2010 (OBERLIN, OHIO) - [OnCampus Research](#), a division of the [National Association of College Stores \(NACS\)](#), recently concluded a project with senior marketing students from [The McCombs School of Business](#) at the [University of Texas at Austin \(UT\)](#). As part of the class project, students suggested new methods for OnCampus Research to use and grow its already substantial pool of college-aged consumers.

“We feel the project will enhance our ability to gather research and provide clients with improved insight into this demographic and the college retail channel,” says Jeff Pavic, Vice President of Business Development at NACS. “The McCombs School of Business is one of the most respected in the country, and the recommendations were reflective of the quality of graduates from the program.”

The strategic marketing class assessed the interests and motivations of college students who currently participate in the OnCampus Research panel and created a comprehensive market strategy to increase the number and participation of students. OnCampus Research currently has more than 14,000 students across 1,000 campuses on its Student Panel.

“The OnCampus Research project was a perfect fit for our senior marketing students,” says Ben Bentzin, lecturer, department of marketing, McCombs School of Business, who teaches the marketing class. “The project gave students real world marketing experience before they enter the professional workforce and On Campus Research gained insights into consumer motivations.”

For more information about OnCampus Research, please contact Julie Traylor, jtraylor@nacs.org or (800)-622-7498 ext. 2217

About OnCampus Research

OnCampus Research is a consultative research group with one mission: to help companies better understand the college market. With more than 75 years of experience in the college industry, we offer full-service quantitative and qualitative research literally 'OnCampus,' through our online panel of over 14,000 students at 1,000 campuses nationwide. Specializing in online surveys, focus groups, omnibus surveys, syndicated studies, and in-depth interviews, OnCampus works with clients to create a strategy that best fits their needs and positions them as the brand of choice among college students.

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