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Region's marketing students  
to spend special day at WLU

Senior marketing students from high schools throughout the Waterloo region will attend a special day dedicated to sharpening their marketing management skills at Wilfrid Laurier University May 6.

They will be attending the annual Marketing in New Dimensions (MIND) Day at the university.

The students, mostly senior marketing students from grade 12, will have the opportunity to hear two sessions, each presented by marketing professionals.

For example, Ken Mackenzie, vice-president for sales of the Cadbury division of Cadbury Schweppes Powell Inc., of Toronto, will lead a seminar on the introduction of the Thick Bar.

Luncheon speaker will be a man who has lead successful MIND seminars in the past, Gordon D. Hume, formerly of Kitchener's CHYM and now general manager of CKSL Radio of London, Ont. His topic, "The media and Marketing in the '80s."

The day is sponsored by the university in conjunction with the Waterloo county board of education, the Waterloo separate school board of education and the Kitchener-Waterloo Sales and Advertising Club.