

“Strategies for Hispanic Marketing and Communication Processes”

Presenter: Jill Martin

Faculty Advisor: Dr. Kina Mallard

This research project is an examination of past, current, and future marketing and communication strategies for reaching the Hispanic population of the United States. According to Advertising and Marketing Review, “The single most important segmentation factor among U.S. Hispanics may be their country of origin...The culture, beliefs, opinions, and consumer behavior patterns of U.S. Hispanics are not identical, as a result of the influence of differences in their native countries’ geography, indigenous ancestry and colonial origins.” Currently, approximately 40 million Hispanics from 22 different countries of origin live in the United States, and the population is increasing at a rate six times faster than all the other populations combined. America, and specifically corporate America, must recognize and utilize this market. This research identifies the differences and commonalities within the population, as well as analyzes the effectiveness of marketing and communication strategies aimed at the people group.

“The Effect of Sound Type on the Spatial Reasoning Ability of Mice (*Mus musculus*)”

Presenter: Allison Shein

Faculty Advisor: Wayne Wofford

It has been speculated that listening to certain types of music by humans can enhance intelligence. This is sometimes called the “Mozart effect.” In an attempt to address this phenomenon, the effect of sound type on the ability of mice to solve spatial reasoning problems was examined. Twenty mice were divided into four groups of five. The four groups were subjected to different sound types: silence, white noise, classical music, and hard rock music. Each mouse was chosen at random and put in a maze with the particular sound type assigned to its group. Six trials were run for all five mice in each group over a span of six weeks. For all groups, the effect of sound type on spatial problem solving skills was analyzed by measuring the average amount of time for each mouse to complete the maze and the average number of dead ends taken by the mouse. The mice in the silent group learned the maze the fastest and turned down the least dead ends. The mice in the white noise group took slightly more time to learn the maze and turned down a few more dead ends. The classical and hard rock groups were inconsistent in learning the maze. In some trials, the mice went through the maze quickly while others averaged long times and a large number of dead ends. Thus, the type of music played did appear to affect the spatial reasoning ability of the mice.

“Critical Commonalities of the High Performing Church: An Empirical Investigation of the Link Between Church Governance Structure and Market Orientation”

Presenter: Clovis Simas

Faculty Advisor: Darin White

Christian church attendance and membership in many countries around the world has flattened or even declined in the past decade. According to researcher George Barna, “The major problem plaguing the Church is its failure to embrace a marketing orientation in what has become a marketing-driven environment.” Proponents of the market-driven approach point to the phenomenal growth of churches like Willow Creek Community Church in Illinois, Saddleback Church in California, and the Church at Brook Hills in Alabama. Opponents, however, argue that established business methods are not appropriate for the Church. They fear the ills that often accompany marketing will infect the church.

Will the same marketing tools and strategies used in the world of business work in the church environment? And, if a marketing oriented approach is effective, what is the best type of church leadership structure to evoke this type of culture?

The authors of this manuscript surveyed several hundred professional church leaders from all across the United States from a wide array of denominations. The results indicate that a fairly large percentage of modern churches have adopted a marketing oriented culture. Most importantly, the results revealed a strong correlation between church performance and market orientation.

“Social Justice: A Micah 6:8 Call for Action”

Presenters: Social Welfare Policy Class

Faculty Advisor: Terry Blakley

Is social justice at the heart of social policy in America? For some, the answer to this question is a matter of life and death. Abuse, crime, poverty, and disease are factors that can potentiate the ruin of individuals, families, and communities. This research project examines critical social issues facing America's most vulnerable populations in light of just *versus* unjust social policies. Select policies will be explored in terms of risk and cost/benefit analysis, along with alternative policy solutions that may offer increased protections to those at most risk for harm

“The Project Approach in an Early Childhood Setting”

Presenters: Kristen Lutrell and Jessica Cherry

Faculty Advisor: Dr. Carrie Whaley

The goal in the project approach is to allow students to explore their environment and gain new experiences that will aid in their overall development. The project approach involves three phases. In phase one, the topic of interest is chosen by the students. In phase two, students investigate the topic of interest by visiting a field site or asking questions of a visiting expert. In phase three, students plan and participate in a culminating event to share with others what they have learned during the project.

We each facilitated a project in local early childhood settings and found that children are more engaged and focused in the topic because it was a topic they were interested in learning about. We have each developed a display board explaining each phase of the project approach in both of our projects. Our process and evidence of the children's learning are represented and explained.