

Sabin-Schellenberg Center (OR) SBE Best Practice

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Every year the Sabin Student Store invites vendors to come in and talk to the management level classes. For example the representatives from Glaceau Vitamin Water came in with samples to guest speak in two management classes. They discussed new products, healthy alternatives, latest trends, and helped the students place their first orders. In addition, it allows students to get excited about a particular store department and/or product. Usually the vendors bring in promotional materials for display in the store, or to give away to the students as prizes.

In addition, Sabin has a very active Advisory Board composed of Safeway, CompUSA, Clackamas Community College, JC Penny, Sears, and others. These individuals help generate curriculum, activities, evaluation forms, store policies, etc. Both of these critical pieces of our program help make the Sabin Center Marketing Program and the Sabin Student Store the success it is today.