

For Immediate Release

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STUDENTS PUT SOCIAL MARKETING TO USE AT THE RACE TRACK



Tucson, AZ — The world is full of networked individuals using networked information. That was at the heart of discussing the impact of social media and social networks on American culture and the race track industry. Stuart Glogoff, senior consultant of the Office of Instruction and Assessment at the University of Arizona, led the discussion in the Race Track Marketing & Media Relations class.

Particular attention was given to social marketing, targeted ads, and utilizing resources such as Facebook that take advantage of social context advertising. In addition, the advantages of using Twitter, LinkedIn and YouTube to extend your brand's reach were discussed. New ideas from the industry illustrated ways to move the industry forward with the networked world.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

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