SUMR
(Southern Utah Marketing Resources)
at
Dixie State University

SUMR Executive Director Zac Stucki or SUMR Program Director Bryon Geddes are available for a 15-30 minute in-class presentation. This presentation is designed to help students better understand what the SUMR program can do for them and their career. This is highly suggested, as it has been greatly effective in past SUMR courses.
What is SUMR?

Southern Utah Marketing Resources (SUMR) was created by Professor Bryon Geddes in an attempt to increase practical learning experiences for students. The idea is to provide these experiences while giving local businesses a connection to the campus and to positively affect the area economy.

As a result of the SUMR program, dozens of students have found full-time jobs with local businesses or have seen great improvements to their resumes. The net profits of local businesses have also been positively affected by applying the proposals offered by DSU students.

SUMR is looking to have a positive impact on all of DSU’s thousands of students and faculty. As Students gain practical experience, as well as learning how to interact with business owners, they will see their personal skills for success increase. This means that everyone: painters, sculptors, marketers, psychologists, biologists, engineers, teachers, musicians, and graduates of any other present or future program can receive a positive impact from the community, and then turn around and share that positive impact with the community. After all, no matter what we do in this life it will intersect with money, economics, and business.

We seek to provide students with benefits to their personal and professional life through the application of practical experience within the SUMR program, whatever their chosen field. We promise to provide shepherding professors with opportunities to help promote, inspire, and benefit students. And we commit to provide local businesses the benefit of associating with professors, doctors, and other academicians of skill and capability as well as association with potential employees who have proven themselves in the field.

SUMR seeks to bring together and strengthen the community. Just like the three sides of a triangle unite, as a community we can overcome anything.

What You Need

- For a SUMR class to be successful each course needs to have a final project, based upon your discretion, deliverable to both you and the student-assigned business.
- Prospective instructors should gain an understanding of the course learning objectives and help both students and businesses see how they relate. The SUMR program assigns businesses to courses based on the learning objectives of the class.
- The course name and a course objectives
- Students willing to sign and comply with the SUMR Code of Conduct. This Code of Conduct helps Students understand how business confidentiality works, as well as protects the University’s culture of learning, and ethical behaviors.
SUMR Courses (FALL 2013)  

THE SCHOOL OF BUSINESS AND COMMUNICATION

Marketing [x] (Business)  
PROFESSOR BRYON GEDDES  
OBJECTIVES: Provide businesses with a detailed marketing plan designed to increase marketing efficiencies and promote business success.

Students will learn how to apply marketing principles to a real-world environment by creating a marketing plan through discussions with businesses, in-class lectures, and self-application.

Economics [x] (Business)  
DR. MUNIR MAHMUD  
OBJECTIVES: Help businesses create a better pricing structure according to price-elasticity models, and other economic pricing models.

Students will apply economics pricing principles to local businesses as they develop pricing models consistent with product demand relative to costs, and other pricing models.

Technology [x] (Business)  
CHRISTIAN ACOSTA  
OBJECTIVES: Give businesses a view into new and upcoming technology solutions, in addition to helping clarify, cement, or remove good and bad business practices.

Students will apply technological solutions models to the real world by creating a wire-frame mock-up for a website or interactive mobile app, or find other creative technological solutions designed to help businesses succeed.

THE SCHOOL OF EDUCATION

THE SCHOOL OF FINE ARTS

Musical Composition (Music)  
INSTRUCTOR  
OBJECTIVES:

Painting (Art)  
INSTRUCTOR  
OBJECTIVES:

Photography (Art)  
INSTRUCTOR  
OBJECTIVES:

[x] SUMR component is being created during the 2013-2014 year
Sculpture [x] (Art)

GLEN BLAKELY
OBJECTIVES:

THE SCHOOL OF HEALTH SCIENCES

THE SCHOOL OF HUMANITIES

Technical Writing (English)

DR. FLORENCE BACABAC
OBJECTIVES:

Writing in the Professions (English)

DR. FLORENCE BACABAC
OBJECTIVES:

THE SCHOOL OF SCIENCE & TECHNOLOGY

Biology (Physical Sciences)

INSTRUCTOR
OBJECTIVES:

Engineering (Physical Sciences)

INSTRUCTOR
OBJECTIVES:

Graphic Design (CIT)

INSTRUCTOR
OBJECTIVES:

Web Development (CIT)

BART STANDER
OBJECTIVES:

[x] SUMR component is being created during the 2013-2014 year