

For Immediate Release

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## VICE PRESIDENT OF MARKETING CHALLENGES RTIP STUDENTS TO THINK CREATIVELY



**Tucson, AZ** — Sophia McKee, Vice President of Marketing at Emerald Downs took time from her busy schedule to be a guest lecturer for the ACBS 340-Race Track Marketing and Media Relations class on Tuesday evening. As someone who has traveled and worked in marketing at various levels, McKee was able to share her experiences with the students.

McKee went over various aspects of marketing and what she has to deal with when it comes to doing her job. She talked about targeting certain demographics, different scales for events, and shared her experiences on what works and what doesn't work. She emphasized learning from other people in the industry and to not be afraid to try something new.

She also brainstormed with the students and challenged them to think about marketing opportunities that they could bring to Tucson's local race track, Rillito Park. Students were asked to come up with various ideas and to analyze them as a class to see what may work and what could be a challenge. It was an engaging lecture for the students and a great opportunity for them to think critically and creatively.

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### 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 Global Symposium on Racing & Gaming, held every December since 1974 in Tucson, Arizona.

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