



PRESS RELEASE: Alumnus Cole to Share His Experiences as Part of Sports Communication Series

Sandy C Gholston to: Archive

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Included below is a press release regarding the upcoming on-campus presentation of alumnus Eric Cole, who works in marketing as an account executive for the Indiana Pacers of the National Basketball Association. Cole will talk about marketing from an insider's perspective as he speaks to faculty, staff and students in this event sponsored by the Sports Communication program and the Sports Careers student organization on campus. Any question about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2012/september/cole.htm>

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Alumnus Cole to Share His Experiences as Part of Sports Communication Series

BIG RAPIDS – Eric Cole, an alumnus of Ferris State University, is returning to campus this fall as a featured speaker in as part of the Sports Communication Sports Speaker Series on Monday, Sept. 17 beginning at 4:30 p.m. in College of Business Room 111.

Cole, who earned a Bachelor of Science in Sports Marketing with certificates in Sales and Public Relations from Ferris, will address the audience on the topic, “Marketing a Pro Basketball Team: An Insider’s Story.” This event is free and open to the public The Sports Speaker Series is sponsored by the Sports Communication program and the Sports Careers campus student organization.

After graduating from Ferris, Cole began working in marketing, as an account executive, for the Indiana Pacers of the National Basketball Association. He is excited to make the trip from Indianapolis to Big Rapids to share his story with students, faculty, staff and community members.

“I am looking forward to sharing my story with my fellow FSU Bulldogs and showing how no matter what size school you go to, you can always achieve your goals,” he said. “Ferris internships really go a long way in separating you from all your competition. Plus, me getting involved on campus and putting myself in the best positions to succeed really helped me to land my dream job.”

Part of Cole’s message will focus on what students can do to market themselves to potential employers as they look ahead to graduation. He wants to provide the audience with an insider’s

view as to what takes place behind the scenes of an NBA franchise so people can understand what it takes to host each game.

“I’m excited to share my experiences,” Cole said. For me, being a part of an NBA organization and feeling like all your work goes towards a common goal of winning a championship really keeps me motivated and keeps me striving to be better every day. I am constantly learning new sales techniques that keep me getting better at my craft.

“Once you find the career you love, it doesn’t feel like you are going to a 'job' everyday, you actually want to go to work,” he added.

Even as Cole, who graduated from Ferris in May 2011, has moved on to his professional career, his alma mater still holds a special place in his heart.

“I’m a Pacer right now, but I’ll always be a Bulldog,” he said.

For more information on the series or the Sports Communication program, contact Alspach at (231) 591-2779 or alspachs@ferris.edu.

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