

RTIP NEWS

CONTACT: Doug Reed
520 621-5660
dreed@ag.arizona.edu

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FOR IMMEDIATE RELEASE:

Students Get a New Lesson in Social Media

Stuart Glogoff, Senior Consultant of the Office of Instruction and Assessment at the University of Arizona spent time with students in the Race Track Marketing and Media class Tuesday night to discuss how new forms of social media can be used as marketing tools for the racing industry.

"People are connecting 'in the cloud'", said Glogoff. In other words, online users are now able to stay connected to a floating social media outlet no matter where they may actually be geographically.

Web 2.0, as Glogoff explains, is the next level of the internet which includes social media sites such as Facebook and Twitter, but also collaboration and multimedia sites, such as Wikipedia and Photobucket, respectively.

"You have communities of users getting together to discuss a topic they're interested in," Glogoff said. "The important aspect is to get the people drawn in; to keep coming back to participate."

Building a loyal community of users via Web 2.0 is a marketing tool that promises to offer the industry a new way to connect with fans, and create new fans from the tech-savvy post-millennium generation.

The University of Arizona's 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.

For more information, visit the RTIP Web site at www.ua-rtip.org