Marketing Students Advise Business Owner
By Mary McClintock, '82

How does a restaurant owner engage consumers? What is an effective “hook” to draw people to a restaurant in an area with many competing restaurants?
For the 21 GCC students in Tina Stevens’s Principles of Marketing class, these questions aren’t an abstract exercise; they are real questions from a real client seeking marketing advice. This spring, GCC Marketing students are working, with Harold Tramazzo, long-time owner of Wings Over Ambler and Hangar Pub and Grill and new owner of Ambler Brewing Company, to help answer these questions.

Just like a client meeting with a marketing firm, Tramazzo met with the students to explain the background of his businesses and the challenges he faces. And, just like marketing professionals, the students examined the big picture of Tramazzo’s situation and are focusing on the task he set for them. The students are approaching the project in groups because that’s how the real world of marketing works. Stevens knows that real world happens later in a four-year college setting. When I was a GCC art student in the 1970s, we were taught to work hard to meet high standards, to learn from critiques that were both exacting and caring. Now, as an instructor, I have the same intentions, to set high standards for my students and help them meet the challenges.

Clearly, the students are thriving on Stevens’s class. Lisa Scatignozzo, 20, from Pittsfield, about to complete a Business Administration Transfer degree and Management Certificate, said, “This is my favorite class and I’m learning about both marketing and management. As team manager for my team of six, I’m responsible for making sure we do the research and create an effective presentation.”

Brian-goodridge, 20, from Whately, a business major planning to transfer to the University of Massachten, said, “I’m a regular customer of the Hangar Pub, so I’m seeing what goes on behind the scenes to make a restaurant popular and what it’s like to be a marketing professional.”

Dan Kellehan, a non-traditional student from Greenfield who has worked in food service and is studying toward a GCC business degree, said, “Tramazzo is a very smart guy with a strong vision and many years of experience as an entrepreneur. It’s a perfect time for marketing students to be involved. We learn from him and his expertise, but we learn from our perspectives as students.”

Each semester, GCC’s Principles of Marketing class works with a real client. Previous clients have included Josh Simpson Contemporary Glass, Indoor Action, and the GCC art student in the 1970s.

“Each semester, GCC students work with a real client. Previous clients have included Josh Simpson Contemporary Glass, Indoor Action, Hillside Oiligraphic Press, The Greenfield Business Association, Rod Pelkey, and The Bridal Barn. To learn more about GCC’s Business courses, contact Thom Simmons, Co-Chair, Business and Information Technology at simmonst@gcc.mass.edu or 413-759-1482.”

Thank You to Our Pacesetter Businesses for Supporting GCC!
Baystate Health/Baystate Franklin Medical Center • Cohn & Co. Real Estate Agency • Florence Savings Bank • Greenfield Co-operative Bank
Greenfield Savings Bank • People’s United Bank • The Recorder (GK) • The Sandri Companies • Sinauer Associates, Inc.