



# FAU Business News

// February 2021

## Expanding Our Impact



Among the nation's largest AACSB-accredited colleges of business with over 8,300 students, FAU Business continues expanding its impact. The college offers nationally ranked entrepreneurship programs, thriving and internationally recognized Executive Education programs, state-of-the-art facilities, and world-class faculty, many with industry experience.

## FAU Marketing Students Top Other Florida Schools, Place in International Competition



In just its second year of competition, FAU's **American Marketing Association (AMA)** ranked among the top 25 universities in an international contest featuring 66 entries.

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## Ricci Named 'Extraordinary Mind' by Top Hospitality Trade Group



**Peter Ricci, Ed.D.**, head of FAU's Hospitality and Tourism Management program, was named as one of the "Top 25 Extraordinary Minds" in the fields of hospitality sales, marketing, and revenue optimization for 2020, as selected by the Hospitality Sales and Marketing Association International (HSMAI).

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## Employment Outlook Tied to Vaccine Rollouts, but Recovery May Be Slow



The U.S. employment picture is gradually improving, but still unclear is whether COVID-19 vaccines will dramatically change consumer habits enough to realize a full economic recovery in the near-term, according to **William Luther**, an assistant professor of economics.

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## Six Degree Programs Ranked by National Website, Intelligent.com



Hospitality and Tourism Management was rated sixth and deemed to have the "best local employee network." Also ranked were: School of Accounting Executive Programs (11); Master's of Business Administration (13); Master's of International Business (12); Marketing (23); and Master's in Health Administration (39).

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## Faculty as News Media Experts



FAU Business faculty engage with local, regional, and national audiences. Recent media mentions include the following outlets:

- [15-year mortgage rate slips, falling just short of record](#) | Bankrate
- ['Is It Money You Can Lose?' FAU Professor on Gamestop, Reddit and the Stock Market](#) | WLRN
- [U.S. Employment Outlook Tied to Vaccine Rollouts, but Mask Mandates, Other Policies Could Temper Recovery](#) | Yahoo Finance

[BROWSE MEDIA MENTIONS](#)



**Executive Education**  
Ranking 2020



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