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Campers Learn to Work like MBAs

Rye, New York — The world is ready for new approaches to education. Children are smarter and more connected than ever before, resources are accessible to the masses, and competition is at its apex. We are at a crossroads as to how education will adapt. Dr. Howard Moskowitz, an acclaimed scientist in the field of Market Research, envisions a future with a stronger sense of practical knowledge in specific fields. The experiential education model for students participated in real-life business simulations is known as Mind Genomics and the creation of his award winning IDEAMAP software.

Dr. Moskowitz shared his research with Carole Berman, the Founder and Director of Challenge Camp. While the innovative concepts behind Mind Genomics are typically taught to MBA students, Mrs. Berman wondered if a module could be put into practice at Challenge Camp, a program for gifted and talented children. As a result the collaboration between Berman and Moskowitz, a modified version of the Mind Genomics concepts were transformed into the Marketing Perceptions class at Challenge Camp.

About Marketing Perceptions

Marketing Perceptions is an academic course created by Dr. Howard Moskowitz in conjunction with Carole Berman, and Kristopher Collado and Ashia Nagi, students in the Pace University Digital Marketing program. The course provides a customized combination of an “Introduction To Marketing” and “Marketing Analytics” designed specifically for students in grades 6 - 9.

The Marketing Perceptions instructors, Kristopher Collado and Ashia Nagi, developed the curriculum to appeal to this age group incorporate practical knowledge with real-life situations. During the session, the students are developing a marketing plan for a local business, **Candy Rox**, a candy emporium and lifestyle brand located in Rye and Bronxville. The "client" was chosen specifically for its relatability to the campers. The instructors are guiding the students through the process of creating surveys and using the IDEAMAP software created by Dr. Howard Moskowitz to analyze the results. The campers will present their findings to the Candy Rox team on Thursday July 23rd.

Marketing Perceptions Experience

Carole Berman was delighted to collaborate with Dr. Moskowitz in developing this class for camp, "As soon as I read Howard's research on his approach to critical thinking and marketing concepts I wondered if there would be a way to introduce this to our campers. Challenge Camp prides itself on offering innovative programming, and Dr. Moskowitz is a leader in his field. We would not have been able to accomplish this without the guidance of Kristopher and Ashia from the IDM (Interactive and Direct Marketing) Lab at the Pace University Lubin School of

Business. We also could not have found a better "client" than Candy Rox to participate in this effort."

The prospect of introducing his concepts to Challenge Camp immediately intrigued Dr. Moskowitz, "This group of pioneers, these young people wanting a chance at a new way of learning, intellectual experiential learning. This group is the real hero of the story, and each of these young people and their parents are individual heroes. It is heartwarming, gratifying, and exciting to see young people learn to think critically, to develop skills that are taught in college and business schools, and then to use those skills in an actual, practical product, equal to the work of much older students. Welcome friends to the future that you are helping to create, a better future for you, a better future for education."

Danielle Feigenbaum, Manager and Social Media Director commented, "Candy Rox is thrilled to be a part of the Marketing Perceptions course at Challenge Camp. The kids are so knowledgeable and enthusiastic. We are very excited to see their presentations!"

Camper Reviews

The course has received enthusiastic reviews from its students. Some of the students' thoughts are:

- "This class was an interesting and eye-opening introduction into marketing. It made me seriously consider going into a career in corporate America. The course was one of the most exciting and fascinating classes I have ever taken." - Michael Nathenson
- "Marketing Perceptions is a very enriching and fulfilling course. Not only is the curriculum well focused and informative, the instructors Kristopher and Ashia are very knowledgeable, and willing to explain or elaborate on any concept if the initial presentation of the concept is not understood by myself or my peers. We have met Dr. Howard Moskowitz, a leader in marketing research, and are completing a marketing project for a real company, a shop called Candy Rox, based in Rye, NY." (Nikola Viazmenski)
- "I'm really enjoying to learn how to do something adults do as their profession and yet I get to learn it at 11 years old!" (Yiskah Friedenber-Sharbat)
- "I really enjoy being in this class because I am getting a good jump start to my adult career. I am learning all about the ways things are advertised and how things sell." - (Justin Santana)

About Challenge Camp

Challenge Camp is an American Camp Association (ACA) accredited program celebrating its 35th year of offering summer enrichment learning opportunities for bright and curious children. The camp was founded by the Gifted and Talented Development Center of Bronxville, NY in 1981 with a mission of providing meaningful opportunities for children to realize their intellectual and personal potential. Challenge Camp has devoted itself to education, enlightenment and academic enrichment while providing a comprehensive athletic experience resulting in a complete summer challenge.

ABOUT HOWARD MOSKOWITZ

Dr. Moskowitz is a well-known experimental psychologist in the field of psychophysics and creator of world-class market research technology. Dr. Howard R. Moskowitz, who holds a Ph.D. in Experimental Psychology from Harvard University, founded Mind Genomics Associates in 2014, to promote the development and use of the new science of Mind Genomics. The science creates an archival and action-oriented database for knowledge about how people think about the aspects of their daily life. The science is used in business to drive 1:1 sales and marketing, and in social research to understand what is important, and what should be communicated to citizens of a country for socially relevant issues.

ABOUT CANDY ROX

Candy Rox is an energizing mix of style, street-cred and soul-satisfaction. Kids, and parents alike, come running to this confection emporium hot spot to snag epic amounts of goodies from a selection of mad candy, retro-yummies and the freshest must-haves from watches, hats and jewelry to cutting-edge accessories. As our name implies, we know how to rock. Get a gift and be an instant hero, or treat yourself and stand back while everyone asks you "Wheredja get that?". All sorts of tempting delights are crammed between our graffiti-tagged walls, you will no doubt experience the joy of a kid in an extraordinary candy store!

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