

**School of Business Capstone Presentations Spring 2018**

**BUSA 499-2 Capstone: Strategic Management, MCLT 105**

As of April 26, 2018

**Friday, May 11, 2018**

9:15-10:30 am

**10 Seconds at a Time: The Future of Snapchat**

Megan Anderson, Jocelyn Castro, Sage Dahring, Collin Geffrey, Kelly Nguyen

**JCPenney: Still in the Fight?**

Mitchell Baldrige, Adam Baldwin, Maddie Bond, Nicholas Kosierowski

**Under Armour: Patching the Ship**

Connor Cantu, Cole Johnson, Janson Pederson, Josh Takagi, Matt Vick

**Monday, May 14**

9:15-10:20 am

**Nordstrom: Evolving for Customers in a Changing Retail Landscape**

Amira Beidas, Ally Galeski, Brooke Johnson, Claire Pahlmeyer, Alexis Pappas

**The Resurgence of BlackBerry**

Dani Gapsch, Terah Jackson, Tianyou Liu, Ian Svasand, Madeline Wentz

**Wednesday, May 16**

9:15-10:20 am

**Alaska Airlines: The Most West Coast**

Krysia Davis, Belle Helnore, Keenon Kwon, Marissa Modestowicz

**Reigniting Marriott in a Changing Environment**

Saleh Abaelkhail, Harald Overå, René Pedersen, Joel Thomas, Michael Whitley