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Recommended Citation

Georgia Southern University, "College of Business News" (2021). *Business, College of - News*. 242.
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Georgia Southern University Students Gather Internationally to Learn and Compete

May 14, 2021

from <https://parker.georgiasouthern.edu/cse/2021/05/14/rnmkrs-spring-2021/>



<https://www.rnmkrs.org/>

RNMKRS 2021 Spring Virtual Sales Competition

College students in 7 countries came together to train and compete in the RNMKRS Sales Competition during the Spring 2021 semester. All were able to compete in spite of conditions that kept them out of classrooms for most of the semester.

Over 2,000 college students completed over 60,000 role-plays, honing their selling skills by speaking with Alex, an artificially intelligent customer bot that listens, adapts and responds while scoring students and giving them feedback. Students improved their selling skills and refined their communication and empathy skills along the way. All of this activity took place on mobile phones.

Private institutions like Harvard and Bryant University, large public universities like Georgia Southern University and Central Michigan University and minority-serving institutions like Florida International University and Morehouse College all came together and competed on a level playing field.

Students and faculty are taking advantage of advances in artificial intelligence, data visualization and technology to offer new ways for learners to engage and apply their knowledge.

Students in the Center for Sales Excellence at Georgia Southern University's Parker College of Business once again performed well in the socially distanced, virtual competition. Two students scored in the prestigious Top 1% of all competitors in the Spring 2021 semester. Eagle Pride was on full display as Georgia Southern students were well represented in the competition with more than 170 scoring participants.

For a list of top students at each school, the Top 1% of competitors and more, go to rnmkrs.org.

Keep your eye on these innovative sales programs who competed:

Arizona State University

Bloomsburg University of Pennsylvania
Boise State University
Boston College
Bowling Green State University
Bryant University
California Polytechnic State University, San Luis Obispo
Campbell University
Central Michigan University
Conestoga College
Douglas College
Eastern Kentucky University
Ferris State University
Florida International University
Georgia Southern University
Harvard University
ICN Business School
Indiana State University
James Madison University
Johnson & Wales University
Louisiana State University
Metropolitan State University of Denver
Morehouse College
Northern Arizona University
Northern Illinois University
Northern Kentucky University
Plymouth State University
Point Park University
Purdue University at Lafayette
Purdue University Northwest
Ryerson University
Southeastern Louisiana University
Southern New Hampshire University
Stetson University
Texas A&M University
The Citadel
The College of New Jersey
The University of Tennessee – Chattanooga
University of Delaware
University of Houston
University of Louisiana at Monroe

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