

**For Immediate Release**

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**IYER HONORED BY MARKETING MANAGEMENT ASSOCIATION**

**GREELEY, Colo.(2008-04-21 00:00:00.0)**

Dr. Vishwanathan Iyer, professor of marketing at the University of Northern Colorado's Monfort College of Business, has received the 2008 Hormel Meritorious Teaching Award from the Marketing Management Association. The award is given to professors nationwide who demonstrate teaching excellence in marketing.

"The competition was intense this year as many excellent scholars were evaluated for this distinct honor. . . .On behalf of the Marketing Management Association, our sponsor, and all marketing students, we thank you for your commitment to teaching excellence and appreciate your participation in the competition," said Timothy R. Graeff, coordinator of the teaching awards for the Marketing Management Association, in congratulatory remarks.

Iyer was selected by a Blue Ribbon Panel of judges and was recognized at the Marketing Management Awards Brunch in Chicago this month. The award is sponsored by Hormel Foods. Ten professors received the award.

About the Monfort College of Business

The Kenneth W. Monfort College of Business at the University of Northern Colorado focuses exclusively on excellence in undergraduate business education. This unique focus has led to national and international recognition for the College including becoming the first and only business program to receive the Malcolm Baldrige National Quality Award from the Office of the President of the United States, and the only undergraduate-only program worldwide to be accredited by AACSB International in both business and accounting. Over five successive years Monfort's graduating seniors have scored in the top 5 to 10 percent on nationwide standardized exit exams. Students earn a degree in Business Administration with emphasis options in accounting, computer information systems, finance, general business, management, or marketing. For more information, visit Monfort's Web site at [mcb.unco.edu](http://mcb.unco.edu).

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