

[UNT Home](#) [UNT Dallas Campus](#)Search for **News Categories**

[Latest News](#)
[Arts and Music](#)
[Business](#)
[Education](#)
[General University News](#)
[Humanities](#)
[Public Service](#)
[Research](#)
[Science](#)
[Social Science](#)
[UNT Dallas Campus](#)
[TAMS](#)
[UNT System](#)

UNT Links

[Working with the media](#)
[UNT Home](#)
[UNT Dallas Campus](#)
[Quick facts](#)
[UNT fact book](#)
[President's site](#)
[E-reports](#)
[UNT Event Calendar](#)
[Campus Map](#)
[Athletics](#)
[North Texan Online](#)
[Resource](#)
[Inhouse](#)

March 21, 2006

[Printable version](#)**Marketing students create campaign for Subaru**

DENTON (UNT), Texas -- Eighty-four percent of 540 University of North Texas undergraduates surveyed about Subaru did not know that the automaker had introduced a restyled Impreza model line for 2006.

Eight graduate marketing students at UNT are hoping to change that April 6 (Thursday), when fellow UNT students will receive freebies just for sitting in the driver's seat of a Subaru vehicle.

The graduate students, all enrolled in Marketing 5250, Information for Strategic Marketing Decisions, are participating in Project Acceleration: The Subaru Impreza Collegiate Challenge through EdVenture Partners, a marketing company in Berkeley, Calif., that develops partnerships between colleges and universities and businesses and industries. Through EdVenture Partners, students form their own agencies and create actual marketing campaigns for clients, using money provided by the clients.

The Marketing 5250 students, who are all earning master of business administration degrees, call their agency UNiTed Consulting, Inc. They received \$2,500 from Subaru to create a campaign aimed at 18- to 25-year-olds to enhance brand equity of all Subaru vehicles, with an emphasis on the Subaru Impreza. UNiTed Consulting, Inc. was asked by Subaru executives to target 250,000 people through advertisements and fliers on campus.

"If you are studying business and are never exposed to what happens in the real world, your education is not complete," said Dr. Audhesh Paswan, UNT associate professor of marketing and logistics and instructor of Marketing 5250. Paswan's classes have previously created campaigns for General Motors through EdVenture Partners.

"In these projects, students have very tangible objectives that the companies would give to marketing or advertising agencies," Paswan said. "The students have to develop a strategy to meet the objectives, and that requires the ability to understand how people are going to behave in the future."

As part of the campaign, the marketing students are working with local Subaru dealers to bring the 2.5i, Outback Sport, and WRX models to the lawn between the Business Administration Building and the University Union April 6 (Thursday). All of the Impreza vehicles have a signature new front-end design with boldly styled headlights with smoke-tinted lenses and three-section mesh grills inspired by the company's aircraft heritage.

From 10:30 a.m. to 5 p.m., UNT students will receive information about the vehicles and be able to sit in them. They will punch cards after sitting in them and receive free pizza and other prizes in return.

Paul Claus, a student in Marketing 5250 who manages the budget for UNiTed Consulting, says the idea behind the event is to have students notice the cars first, then give them information .

"This generation is a fairly skeptical audience. They would rather see something that is

targeted to another audience and adopt it as their own than be directly targeted," he said. "Also, past research has indicated that listening to music is the number one activity of UNT students, so we will have music at the event."

UNiTed Consulting began its campaign by surveying more than 500 UNT students about the vehicles they currently own; the types of vehicles they prefer and what make and model they are likely to purchase next; how important safety, fuel efficiency, reliability and other attributes of vehicles are to them; and their awareness and impressions of Subaru.

"Safety, price and fuel efficiency do seem to be the biggest concerns of UNT students," said Marketing 5250 student Veena Shekhar, who is in charge of research for UNiTed Consulting. "Subaru is also associated with all-wheel drive, so it's not promoted as much in Texas because most Texans don't invest in all-wheel drive vehicles because of lack of icy roads."

Shekhar said UNiTed Consulting is trying to get UNT students to view Subarus in a different light -- as vehicles that are great investments for outdoor activities.

UNiTed Consulting plans to enter its campaign in EdVenture's national competition. They will compete against students from 12 other universities, including Southern Methodist University and the University of Texas at Austin, who are also creating campaigns for Subaru. The campaign will be judged after the students' presentation to Subaru officials on May 4.

The Subaru campaign will also count for a large percentage of the students' grades.

"It is nice to participate in the contest, but my first and foremost goal is to do well in class, and to learn the value of research," said Marketing 5250 student Jenni Pryor. "Even if we don't win, I'll still be able to point to the data and say, 'This is why we made this decision.'"

UNT News Service Phone Number: (940) 565-2108

Contact: Nancy Kolsti (940) 565-3509

Email: nkolsti@unt.edu

Latest News

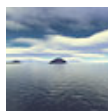


[UNT System Regents expected to confirm Gretchen M. Bataille as 14th president of the University of North Texas on Aug. 14](#)

When the Regents approve, Dr. Bataille will take up her presidential responsibilities immediately.

[Kathleen Leos of U.S. Department of Education to speak at UNT bilingual education symposium in Dallas](#)

Kathleen Leos of the U.S. Department of Education will speak about the No Child Left Behind Act at the 2nd Annual Symposium on Second Language Acquisition and Diversity in Dallas.



[Art Gallery presents Landscapes without Memory](#)

Spanish artist Joan Fontcuberta turns the familiar -- his nose, his hand or part of a famous Salvador Dali painting -- into the unusual with the help of a computer software program.

[UNT professor, expert on oil and gas industry, elected vice-president of Texas Land and Mineral Owners Association](#)

Dr. John Baen has been elected regional vice president for regions that cover 17 Texas counties from the Dallas-Fort Worth area westward, including the Barnett Shale region, which is believed to be the largest onshore natural gas field in the United States.

[UNT faculty member studies evacuation by water on Sept. 11, 2001](#)

James Kendra and one of his former colleagues received a three-year National Science Foundation grant to study how an improvised fleet of ferries, tugboats, yachts and

sightseeing boats safely evacuated 300,000 to 500,000 people off lower Manhattan following the World Trade Center terrorist attacks.

[UNT honored by the DFW office of INROADS as Academic Institution of the Year](#)

Non-profit organization that trains and develops talented minority youth for careers in business and industry recognize UNT at INROAD's 25th annual awards

Comments, suggestions, or corrections to: news_service@unt.edu

Last updated August 11, 2006

© 1999 University of North Texas News Service

All rights reserved.