

MSU seniors compete for chance to market Honda Insight

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EAST LANSING, Mich. – Eleven Michigan State University marketing seniors are competing with teams from 20 other U.S. schools for a chance to present their campaign for the 2010 Honda Insight to Honda executives in California at the end of the semester.

The purpose of Forrest Carter's MKT 460 class is to provide students with hands-on marketing experience before graduation. Working with Honda Motor Co. and two national marketing/advertising agencies – Rubin Postaer and Associates Agency and EdVenture Partners – the students are completing this capstone course by participating in the 2010 Honda Insight Marketing Competition.

Carter selected the project for his students to work on and Honda gave the students \$2,500 to create a full-fledged marketing firm and develop a comprehensive marketing campaign with the hybrid vehicle as their inspiration.

The students created the Wilson+Bogue Agency and, if chosen as one of the top three teams at semester's end, will pitch their campaign to Honda executives. The winner of the competition will get the chance for their marketing tactics to be used in Honda's actual campaign.

This is Carter's fourth run at this hands-on type of class. "The marketing department would love to get internships for every student, but due to our size, that goal is not feasible," he said. "With this competition, we are able to give these students real life work experience on campus and a better chance at success when they graduate."

The students of Wilson+Bogue split into four units: campaign management, public relations, research and advertising. Each unit has its own tactics and strategies, but all 11 students get experience in every aspect of the implementation of the campaign.

"I feel really fortunate that Michigan State and the Eli Broad College of Business gave us this opportunity to gain more experience while also gaining class credit and working with clients and a great company like Honda Motors," said Jake Lestan, marketing senior and chief conversation starter for Wilson+Bogue.

As part of the campaign, Wilson+Bogue uses social media and also is hosting MSU's first indoor 5K on Nov. 12 at Jenison Field House. The Make Every Mile Count 5K run will feature three 2010 Honda Insight hybrids on display, raffle prizes and free food. The event is free to participate in; registration begins at 7 p.m. and the race starts at 8 p.m.

Playing off the eco-friendly features of the Honda Insight, the students from Wilson+Bogue will plant a tree for every runner. For more information on the campaign and the event, visit www.wilsonboque.com [<http://www.wilsonboque.com>].

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