



## Krannert students compete in FBI, Honda marketing competitions

November 3, 2009 Tanya Brown

WEST LAFAYETTE, Ind. - Two marketing classes in Purdue University's [Krannert School of Management](http://www.krannert.purdue.edu/) (<http://www.krannert.purdue.edu/>) are testing their skills in contests aimed at promoting two familiar brands.

Priya Chari Francisco, who teaches Management 425: Marketing Planning and Research, said one class is working with the Federal Bureau of Investigation and the other is promoting a new hybrid car from Honda.

"Both classes are in competition with other colleges around the country and are working hard to win," Francisco said. "Promoting an agency like the FBI and a automobile manufacturer like Honda gives these students real-world experience unlike anything they'd find in a book."

Purdue's team is responsible for implementing an integrated marketing campaign aimed at increasing awareness about FBI careers and internships among young adults. At the end of the term, the group will give a formal presentation to the FBI summarizing their campaign and results.

The team will be judged on how well their approach highlights career opportunities, including special agent and professional staff positions, as well as the number of applicants generated through its team Web site at <http://www.fbijobs.gov/Purdue> (<http://www.fbijobs.gov/Purdue>)

"Purdue students are well suited to careers with the FBI, which looks for students with backgrounds in accounting and finance, engineering, computer science and information technology, international studies, and foreign language," said Jack Walker, Purdue student and media contact for the group. "Our challenge is how to develop creative strategies that communicate that to our peers."

Purdue is one of six schools participating in the FBI Collegiate Marketing and Recruitment Program.

The second class will be working to increase awareness for the 2010 Honda Insight hybrid among the "Generation Y" market. Purdue was selected to compete along with 20 other schools across the United States. The team has created a Web site that features its own student-produced film showcasing the car. If the group places in the competition, several students will travel to California at the end of the fall semester to present findings to Honda executives.

To learn more about the project or view the film, go to <http://www.theendinsight.com> (<http://www.theendinsight.com>)

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**Note to Journalists:** For more information on Krannert's marketing competitions or to set up interviews with students, please contact Tanya Brown, Purdue News Service, at 765-494-2079, [tanyabrown@purdue.edu](mailto:tanyabrown@purdue.edu) (<mailto:tanyabrown@purdue.edu>)