

[< Back](#) | [Home](#)

Team of SJSU students chosen to create marketing campaign for real-world competition

By: Kyle Szymanski

Posted: 9/29/09

SJSU has been chosen among 21 schools nationwide to participate in a competition that gives marketing students the opportunity to gain practical experience in their field.

Senior marketing major Jared Lewis and seven of his classmates in Robert Vitale's Business 137H Honors Practicum in Marketing class must create a complete marketing campaign for the 2010 Honda Insight hybrid vehicle.

"The EdVenture Partners Honda Insight National Collegiate Marketing Competition gives students a real-world experience of what they have learned in the classroom," said Robert Vitale, lecturer for the department of marketing and decision sciences.

The group has been given a \$2,500 budget by the Honda Corporation, and must now use it to research, implement and evaluate a marketing campaign that targets the Generation Y market.

If its campaign is chosen out of 20 others, it will have the opportunity to present it to a panel of Honda executives and win \$5,000.

"I think it is a great opportunity for students to get the pace of the real world and to see what is out there," senior marketing major Miriam Salazar said. "In school, we learn from books, but this is a real-life experience that you can touch and feel."

The group's work began on the first day of school in August, and will culminate in a campuswide promotional event on Nov. 4.

The Generation Y market consists of the 77 million people born between 1977 and 1997, according to the textbook, "Marketing Essentials."

The in-class, working marketing agency, named Market-IN-Novation, is delegated into separate departments similar to a real marketing agency, Lewis said.

Lewis said the team is broken into a research department, a public relations department and an advertising department.

Lewis said this opportunity gives his team a head start in the marketing field that few marketing students get to experience while in college.

"This is a really great opportunity for all of us, because we are all marketing majors," Lewis said. "We are doing something some people out in the work force haven't even had a chance to do yet."

Throughout the past month, the group has collaborated to conduct research about its target market, Lewis said.

The students must now design a campaign and bring it to life, Lewis said.

After the Market-IN-Novation campaign is done, the students must collect post-campaign research, and then conclude with a formal presentation to Honda Corporation that summarizes the campaign results and successes, Lewis said.

Salazar said the competition will give her an advantage when she goes to look for a job after graduating.

"When you go out there and get a job, you'll know what you are expected to do," Salazar said. "It's the chance of getting to know what is really out there."

© Copyright 2009 Spartan Daily