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WKU Journalism

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What a career in advertising is really like.

Glamour. Big money. Power. That's what most students imagine the advertising business to be.

The attraction to the field is varied. But, for one recent WKU graduate, advertising has always been an interest. Since the 8th grade, Michelle Baggett has looked at advertising a bit differently than her classmates. She wondered why certain ads were placed in the SuperBowl or why companies used particular colors to highlight their product. In fact, her final project in high school English was on the advertising business.

When the time came to make the move from high school to college, Michelle chose WKU for several reasons. As she explains, "I liked the location and Western is a great balance between a large and a small school. I also knew that they had a great advertising program!"

As Michelle made her way through school, she took advantage of the various "outside the classroom" activities that the advertising sequence offers. Michelle was voted Ad Club President. She worked as a computer lab assistant and she also worked on several projects that received regional and nationwide attention for the sequence.

One project that she is particularly proud of is the National Student Advertising Competition that involved the development of a complete advertising plan for Saturn cars. Michelle was the media director for the campaign. She made decisions on how and where Saturn should place advertisements to reach the target consumers. She describes this experience as "the most difficult...the most satisfying...and the most fun" of any...
Ad Students prepare for national challenge

Western's advertising students are gearing up for the 1994 Student Advertising Competition. The annual NSAC features schools from around the nation as they develop a national campaign for this year's client, Eastman Kodak. Previous clients for the NSAC have included American Airlines, Nestle, and many more.

On the regional level, Western competes with schools from Ohio, Virginia, West Virginia and Kentucky. Western has won the regional competition three of the past four years, qualifying for a spot in the national competition. Western has also been a national finalist five times.

Kodak has issued the challenge for students to develop a national campaign designed to reach college students while promoting the Kodak brand name. Students will focus on three Kodak products: Gold Films, Kodak Cameo 35mm cameras and Kodak FunSavers - the single use disposable cameras.

In developing the Kodak campaign, Western will utilize the concepts and methods of integrated marketing communications (IMC). IMC is a fairly new concept that emphasizes a consistent and unified message throughout all advertising media. IMC also stresses the idea of working with other communications, such as public relations, sales promotion and direct marketing. Overall, approximately 40 advertising students will be working on the Kodak campaign. They will work in different divisions, ranging from research to creative. Each division will be represented by one presenter at the regional/national competition. This year it will be in Cincinnati on April 25.

Interns, California to Indiana

Chad Day, Rockwell International Corporation, Seal Beach California; Tom Peterson, Porter International, Louisville; Laura Riemenschneider, Culver & Associates, Omaha; Michael Arvin, Lexington Herald-Leader; Gretchen Ploch, Sheehy, Knoph and Shaver, Louisville; Leslie Chappel, Indoor Expressions, Bowling Green; Chelsea Klatt, Dan Klatt Design, Franklin, Tenn.; Bill Tichenor, Bowling Green/Warren County Tourism Commission; Amy Burke, The Mahoney Hassell Group, Boston; Meredith Hayes, The Beam Group, Louisville; Mary Long, Operation Pride; Leslie Runner, Camping World;

Tracy Keplinger, the ClassAd Channel 38, Elizabethtown; Alan Cooper, Butler County Banner, Morgantown; Sherrie Schrecker, Owensboro Chamber of Commerce; Amy Kilburn, Lexington Herald-Leader; Michael Rohrer, Hickman County Gazette, Clinton, Ky.; Beth Pyle, WDNS, Bowling Green; Amy Feazel, Rally's of Bowling Green and Evansville; Shane Hall, Barren River Area Development District; Renee Kinslow, Edmonton News Herald; Brad Schlagenhauf, Nat's Outdoor Sports, Bowling Green; Nicole Zinheld, Bowling Green - Warren County Tourism Commission; Marty Shapmire, Greenwood Mall, Bowling Green.

Her advice to college-bound advertising majors, "get experience in all areas of advertising... just because you want to be in media or creative, don't limit yourself to only that area. Know a little about research, how to create & design ads, & media and Western's program offers all of that and more."