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# LINDENWOOD

## Lindenwood University - Campus News

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### **Lindenwood Advances in Cruze Marketing Competition**

**11/23/2010**

Lindenwood University Assistant Professor of Marketing Judy Eberhart recently oversaw the school's participation in a semester-long contest sponsored by the St. Louis Local Marketing Association of Chevy Dealers. Teams of undergraduate students worked throughout the semester to create promotional plans for the company's new 2011 Chevrolet Cruze, and two of those teams were selected to advance further in the competition.

"The target market for the Cruze is college students, so it makes sense that Chevy would want to tap into the promotional ideas of those students," Eberhart said. "We were glad to take advantage of the opportunity because they learned real-life skills in putting these plans together and they were excited to do it. I've never seen so much excitement in a classroom before."

The winning teams were selected by Eberhart from groups within her participating marketing courses. Each team was judged on their focus in the following areas: advertising, media, digital promotion, social marketing, and experiential marketing.

"I'm so proud because they all invested so much in their projects," Eberhart said. "It was so hard to choose because they all turned out very high quality work."

The two selected teams executed their plans during the Lindenwood Lions Football game on Saturday, Nov. 5, and were featured in a segment about the competition on the CBS morning show, "Great Day St. Louis," on Thursday, Nov. 18.

The St. Louis Local Marketing Association of Chevy Dealers will ultimately pick the overall winning team and carry out elements from the chosen plan.