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LINDENWOOD

SB&E Students Win Chevy Marketing Competition

December 21, 2012

For the third year in a row, students from the Lindenwood University School of Business and Entrepreneurship have been named the winners of an annual marketing competition sponsored by the St. Louis Chevrolet Dealers Association. A team of undergraduate students from the University worked throughout the fall semester to create a marketing segment for Chevy's new Spark mini car, and the group's entry was selected as the top prize winner from among several other St. Louis area universities.

"The student team also devised and proposed a national campaign, using \$100,000 in fantasy Chevy marketing dollars," said Steve Holley, Adjunct Professor in the School of Business and Entrepreneurship. "Their segment featured the Spark car at a Lindenwood football game, during which the Chevy Music Showcase band played for the crowd."

Local Chevrolet dealers judged all submissions and selected the Lindenwood team as the winner in early December. The group's promotional segment will be part of Chevy's advertising in 2013 and a Chevy Street Team intern will also be chosen from among the winning team's members.

"The partnership between Chevy and Lindenwood is valuable for both parties," said Steve Holley, Adjunct Professor in the School of Business and Entrepreneurship. "Through the marketing competition, Chevy fosters interaction with its target market of college students and young adult drivers. In return, the students who participate in the competition gain invaluable real-world experience in the field of marketing.

"We have a great time participating and we're already looking forward to next year's contest."

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