

Go, Ad Team, Go

In class and in competition, Pace students learn the ropes of the advertising business

You don't have to work on Madison Avenue to master the art of advertising. Pace students who take Marketing 346 and 348 are immersed in the world of advertising and promotion and create a campaign as part of the Pace Advertising Teams. The course culminates when the teams, one from Pleasantville and one from New York City, compete each spring at the American Advertising Federation's (AAF) National Student Advertising Competition.

"The students create a campaign from beginning to end," says Professor of Marketing Larry Chiagouris, PhD, the New York City Ad Team faculty adviser. "They come up with the ideas, the slogans, the design, the magazine ads, billboard ads, Internet banner ads, TV spots. It all sounds, looks, and is very professional."

Students work on a real-world case study assignment from an AAF sponsor. The assignment changes every year. "This past year's assignment was to attract youth to the Coca Cola brand, specifically to Coke Classic," says Clinical Professor of Marketing Paul Kurnit, Ad Team adviser in Pleasantville. Past sponsors have included Yahoo, Toyota, Florida Tourism, Bank of America, the *New York Times*, and others.

Students operate as a marketing, consulting, and advertising agency, confronting the issues outlined in the client brief. Ad Team member Andrew Jagusiak '07 says he never imagined he would "learn the ropes of a real-life advertising agency in class. We felt, first-hand, how it was to meet deadlines, work as a team, hold individual responsibilities within that team, and work through pressures and problems."

Says Marissa Rofer '07, "You get a true sense of what it's like in the real world: dealing with people, and overcoming obstacles. A lot of frustration, but also satisfaction."

Each team mounted separate, competitive campaigns divided into two sections. The first is a marketing and advertising plan book that includes market research, marketing and creative strategy, creative development, and public relations ideas. The second is a 20-minute presentation in front of five judges from the industry and the client company. Lynn Conran '07 says the students were determined. "We would go 48 hours without sleep or showering or leaving the Marketing Lab," she says.

In the end, Pace's Ad Teams in New York City and Pleasantville placed second and fourth, respectively, at the AAF competition in May. "Even though we didn't come in first place, we are all winners," says Ashley Armada '07, who adds, "Being a part of the Ad Team has reaffirmed my desire to be in the advertising business."

Says Conran '07, "I landed a great job at the Ad Council because of our team's plan book."

Students learn what advertising and the advertising business is all about. "Many students find the course the single most valuable experience they have at Pace," says Kurnit. "It is also a very powerful door-opener for students looking for jobs. Our Ad Team students become desirable to employers based on this hands-on experience. They are able to hit the ground running in business."



Photo by Brian Stanton

Professor Larry Chiagouris (third from left) with the 2006–2007 New York City Ad Team (left to right): Brian Temporosa '08, Ashley Armada '08, Tara Lantieri '08, Daniela Mansella '08, and Arupa Chandradath '08