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Cal Poly Business Students to Participate in Honda Fit Marketing Challenge

SAN LUIS OBISPO - Cal Poly Orfalea College of Business seniors will participate in the Honda Fit Marketing Challenge, taking place this spring. The unique industry education course offers marketing students from 18 universities the opportunity to promote Honda's all-new premium subcompact car the "Fit," to a key target market - fellow college students.

Over the next eight weeks, OCOB students will create a fully functioning marketing agency responsible for researching, implementing and evaluating an integrated marketing campaign for Honda. Student-developed marketing and communication strategies will be focused directly on their peers. Students receive a $2,500 budget to help bring their plans to life.

"The Honda Fit Challenge offers an ideal learning experience for Business students at Cal Poly because of the university's 'learn by doing' educational philosophy," Brian Tietje, faculty advisor for the project.

After organizing their agency and researching their target market, the students spent the beginning of the quarter formulating their marketing strategy recommendations and campaign ideas. They will have the opportunity to design an integrated marketing campaign aimed at increasing awareness about the Honda Fit while informing fellow students about the car and the Honda brand.

Students will present their concept to Honda executives during finals week of the winter quarter. They will then launch their campaign as well as track and analyze its results. The program culminates in a formal, agency-style presentation that gives students the chance to develop public speaking and presentation skills.

"We have 18 highly motivated students who are faced with an opportunity to put their knowledge and skills to the test. As a group, we look forward to providing Honda with powerful marketing insights for the Fit and its target market," said Brandon Littlefield, a team project coordinator.

OCOB students involved in the project include: Nicole Ambrose, Pleasanton; Drew Brandon, Hollister; Vanessa Cardinale, Carmel; Brooke Chase, Grover Beach; Rebecca Giordano, San Jose; Ryan Gomes, Vacaville; Jessica Hickey, Placerville; Kate Hitzman, San Mateo; Richard Huskey, Ventura; Brandon Littlefield, Santa Clarita; Jessica Lew, Daly City; Megan Miller, Sun City; Tracie Nakagawa, Orange County; Diana Nguyen, San Jose; Jeff Peressini, San Diego; Alexia Victor, Oakland; Ryan Worsham, San Diego; and Tiffany Young, San Diego.

For more information about the Honda Fit Marketing Challenge at Cal Poly, contact Diana Nguyen at (408) 204-4087.

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