

Working with students from NAU

Students from an NAU marketing class collaborated with The Lavidge Company's Account Planning department on developing a project that consists of creating an advertising campaign for one of Lavidge's clients. The Phoenix Zoo was chosen for their project. Then the NAU marketing students were in charge of researching, organizing focus groups, meeting with the Marketing Director for the Phoenix Zoo (Jim Brewer) and meeting with the creative and account services teams to get an overview on the process of creating a campaign. Soon the class will present their final recommendations to The Lavidge Company for judging.