

FOX SPORTS UNIVERSITY



PRESS CLIPS



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Florida- Sports Business Journal- May 18, 2009

STREET & SMITH'S **SportsBusiness JOURNAL**

Students shape campaigns for Fox Sports RSNs

By JOHN OURAND
Staff writer
Published May 18, 2009 : Page 09

Fox Sports Net has set up a marketing partnership with two universities that already has resulted in two on-air promotional campaigns.

As part of an initiative that it dubs Creative University, Fox Sports West and the University of Southern California teamed up for a campaign around the regional sports network's Los Angeles Angels coverage.



Sun Sports and the University of Florida developed another campaign around that RSN's Sunday morning coverage of Gators football.

FSN has two other partnerships planned: one with Arizona State University and another with a still-to-be-named college in Fox Sports South's region.

"Young, creative minds think differently," said Chris Hannan, senior vice president of marketing for Fox Regional Sports Networks. "They think in creative ways that help us target that demo. It is enhancing our partnership with the schools."

FSN launched the program in the fall, with Fox Sports West embarking on a campuswide contest to develop a marketing campaign for the RSN's Angels telecasts.

The winning entry, which came from members of the school's water polo team, was "We put you in the game," with the Angels' logo making up the "A" in game.

The campaign, which encompasses TV, print, outdoor and Internet, is shot from a player's point of view.



Florida's marching band makes an appearance in the Sun Sports campaign.

FSN made some tweaks for its second partnership with the University of Florida, limiting the contest to journalism students.

"It's better served being part of the curriculum," Hannan said. "That sharpens the focus of students, who are looking at it as part of the credit and degree."

At Florida, a class of 50 students was given an assignment to come up with a marketing campaign around Sun Sports' Sunday morning Florida football show.

FSN executives whittled the 50 ideas down to four, eventually coming up with a campaign that

incorporated parts of all four winning entries.

The campaign, which will launch in August, has a young man being awakened by his alarm clock blaring the University of Florida fight song. As the camera pulls back, the viewer sees the Gators band in the man's room playing the song.

"The campaign captures the fact that there's a loyal following for Florida sports," Hannan said.

Hannan said FSN looks at these kinds of partnerships for marketing ideas the same way tech companies look at dealing with schools like MIT for tech savvy.

"In marketing, nobody's doing that," he said. "We're getting the same kind of research."



FOX SPORTS UNIVERSITY

ASU- Phoenix Business Journal- February 19, 2010

February 19, 2010

PHOENIX BUSINESS JOURNAL
phoenix.bizjournals.com

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ASU marketing students develop campaigns for Fox Sports Arizona

BY CHRIS CASACCHIA
ccasachia@bizjournals.com

Marketing students at Arizona State University are developing a branding campaign for Fox Sports Arizona in a new course that provides real-world experience inside and outside the classroom.

The class provides a handful of students the rare opportunity to showcase their work to a large audience as they prepare to enter an ultra-competitive job market. The final campaign, to be selected at the end of the semester from among four student groups, will run in print, radio, online and TV outlets throughout Arizona and New Mexico.

"I can see some of their competitive nature coming out," said Eric Fischer, a former advertising executive with the NBA, ABC and the Tribune Co. who was hired to teach the class at ASU's Walter Cronkite School of Journalism and Mass Communication.

After reading the course description for "Sports Marketing and Campaigns," Carly McElroy was blown away by the opportunity.

"I can't believe it. This is ridiculous," said the senior public relations major from Phoenix. "I never felt more motivated for a class."

Junior Kaitlin Daoust said many of the public relations jobs she's researched involve strong elements of marketing, a skill she needs to acquire before graduating.

"I felt unprepared for marketing," said the 20-year-old Washington state native. "I felt this would give me more real-life experience."

Isaac Easley, a sophomore broadcast major, was perturbed by the lack of sports curriculum at ASU. Now the 20-year-old Peoria resident is thinking about a career in the field.

The two-year Sports Business MBA program at ASU's W.P. Carey School of Business, which drew acclaim for being among the few of its kind in the country,

was dismantled by the university in a massive budget cut announced a year ago. Its last class will graduate in May.

The new course is a component of a long-term strategic plan by Fox Sports Arizona parent company FSN to build academic partnerships across the country, while capturing a younger demographic in an ever-changing multimedia landscape.

"It's such a different media today. You'd better provide the information for people when they're ready for it," said Mike Connelly, senior vice president and general manager of Fox Sports Arizona. "The older generation lost the concept."

Fox Sports Arizona spokesman Brett Hansen said, "We told them to use their imagination and just run wild."

This "Creative University" concept, developed two years ago by the brass at FSN, has been successful in other markets. Last year, Fox Sports West launched a similar initiative with the University of Southern California, which developed a marketing campaign for the Los Angeles Angels of Anaheim's 2009 season.

Also, Sun Sports partnered with the University of Florida to create a campaign touting the school's Sunday morning sports television program; and the University of North Carolina developed a "destination campaign" to catch collegiate and professional action on Fox Sports Carolinas. That campaign began this month.

Chris Hannan, FSN's senior vice president of marketing, developed the program for the national network to boost its academic and community involvement while getting students involved in the branding process.

"They're thinking the way we want to think and reach our audiences," he said. "These kids think like fans first."



Connelly



Hannan



Arizona State University junior Kaitlin Daoust, right, discusses her group's branding campaign for Fox Sports Arizona, part of a new course offered at ASU's Walter Cronkite School of Journalism and Mass Communication.

JIM POLAK | PHOENIX BUSINESS JOURNAL

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Fox Sports Arizona: www.foxsportsarizona.com
ASU Walter Cronkite School of Journalism and Mass Communication: www.cronkite.asu.edu



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UNC- Triad Business Journal- May 2010



On location

Winston-Salem took center stage this week as journalism and mass communication students at UNC-Chapel Hill came to town to shoot commercials for Fox Sports Carolinas.

For the past year, Fox Sports has been working with the students through a program called Creative University. Over two semesters, four classes of students developed branding campaigns for the regional sports network, just as if they were an ad agency bidding for business.

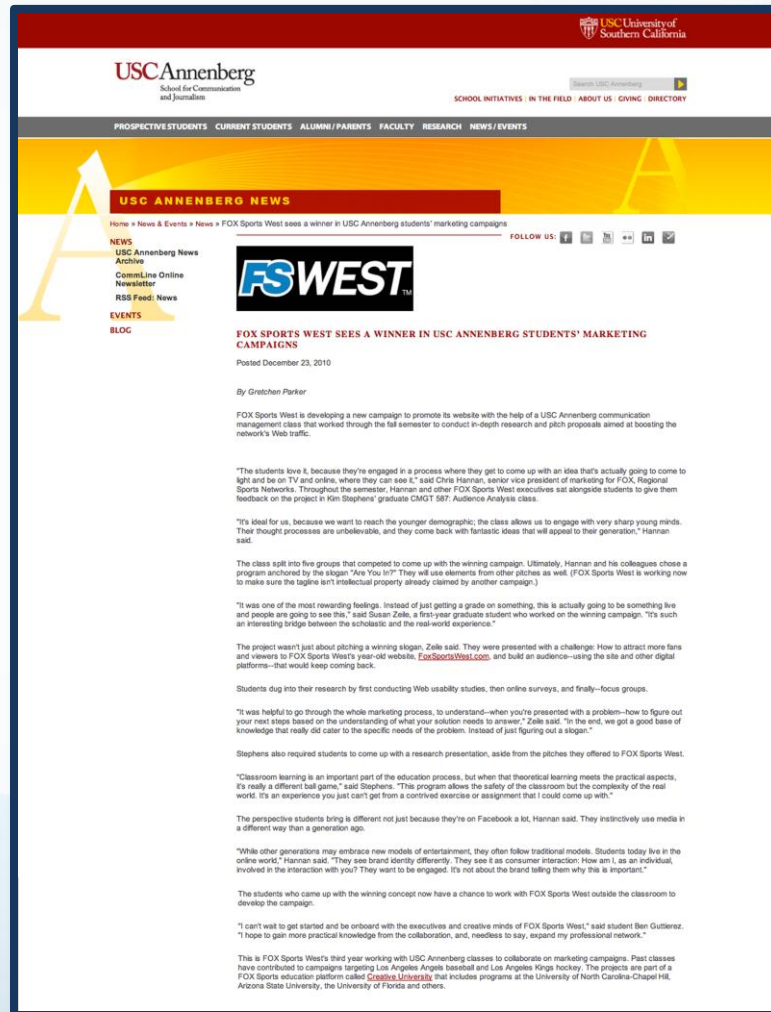
Students and production executives from Fox Sports Carolinas shot commercials around downtown Tuesday and Wednesday. The spots will air this fall.

Kate Hart, a spokeswoman for Fox Sports Carolinas, tells us that Winston-Salem was chosen "because it's a picturesque setting with that quintessential Carolinas look and feel."



FOX SPORTS UNIVERSITY

USC- Annenberg School of Communications- December 2010



The screenshot shows a web browser displaying the USC Annenberg School of Journalism website. The page features a red header with the USC Annenberg logo and navigation links. Below the header is a yellow banner with the text 'USC ANNEBERG NEWS'. The main content area is white and contains an article titled 'FOX SPORTS WEST SEES A WINNER IN USC ANNEBERG STUDENTS' MARKETING CAMPAIGNS'. The article is dated December 23, 2010, and is written by Gretchen Parker. The article text discusses a marketing campaign for FOX Sports West developed by USC Annenberg students. It mentions that the students were engaged in a process where they got to come up with an idea that's actually going to come to light and be on TV and online, where they can see it. The article also mentions that the students were able to pitch proposals aimed at boosting the network's Web traffic. The article includes several quotes from students and faculty members, such as 'The students love it, because they're engaged in a process where they get to come up with an idea that's actually going to come to light and be on TV and online, where they can see it.' and 'It was one of the most rewarding feelings, instead of just getting a grade on something, this is actually going to be something live and people are going to see this.' The article also mentions that the students were able to pitch proposals aimed at boosting the network's Web traffic. The article includes several quotes from students and faculty members, such as 'The students love it, because they're engaged in a process where they get to come up with an idea that's actually going to come to light and be on TV and online, where they can see it.' and 'It was one of the most rewarding feelings, instead of just getting a grade on something, this is actually going to be something live and people are going to see this.'



FOX SPORTS UNIVERSITY

USC- Wall Street Journal- March 9, 2011

representative survey of 648 students last year by Gallup Inc. Although children begin to form their ideas about what they can and can't achieve by age 7 or 8, only 42% of students ages 10 to 18 say they are energetically pursuing their goals, Gallup found. And only 35% strongly believe they can find ways around obstacles to their goals.

The Gallup surveys are the first broad look at goal-setting at this age; students may struggle with this skill partly because schools tend to focus more on raising test scores or lower-

Please turn to page D3

BY AMY CHOICK

In CBS's new cop show "Blue Bloods," Tom Selleck, at the age of 66, plays a New York police commissioner. Kathy Bates, at 62, snagged the lead role in NBC's legal series "Harry's Law." And 62-year-old rocker Steven Tyler is fast becoming the crowd's favorite judge on his first season on Fox's "American Idol."

Television is starting to act its age.

For decades the TV industry has operated on a currency of youth, creating shows that appeal to 18- to 49-year-olds, the age group ad-

As Audiences Get Older, So Do the Characters— And Ads Cost More

vertisers traditionally consider most likely to buy new products, switch brands and spend on everything from cars to soft drinks. But as the nearly 80 million baby boomers continue to age out of the coveted demographic—the oldest boomers are turning 65 this year, the younges-



Emerson College instructor David Gerzof teaches students to design online marketing for Sprint and other companies.

Here, Tweeting Is a Class Requirement

BY KATHERINE ROSSMAN

Big consumer-products companies are going back to school. Businesses including Sprint Nextel Corp., Levi Strauss & Co. and Mattel Inc. are sponsoring college classes and graduate-level research to get help with their online marketing from the young and hyperconnected.

Sprint, for example, supplies a class at Emerson College with smartphones and unlimited service in exchange for students' tuition dollars on the company's local Internet push.

Universities, in some cases, receive funding or proprietary consumer data from companies for their research. Students get experience they can display on their résumés,

and add lively classes to the usual mix of lectures and written exams.

"We are helping students to go out and get hired," says Randy Hlavac, an instructor at Northwestern University's Medill School. "They've done the work."

The partnerships are emerging as businesses are scurrying to bolster their ability to engage with their customers on the Web by using Facebook, Twitter and the like.

Of course, some parents may be surprised to learn their tuition dollars are helping to underwrite corporate marketing in addition to their children's education.

Sprint provided students in an online marketing class at Emerson College with 10 smartphones with unlim-

ited wireless access. In exchange, students blogged, tweeted, produced YouTube videos and posted Facebook updates about the launch of Sprint's 4G network in Boston. "We're teaming up with the class again this semester it worked so well," says Sprint spokesman Mark Elliott.

On a recent Tuesday evening, the students of Emerson Social Media—or #ESM, as the students refer to it on Twitter and elsewhere online—settled on the concept of a Twitter-based scavenger hunt to help spread the word among Boston's college population about Sprint.

"The winner could maybe get a free phone," a student said.

"Or maybe, like, free service for

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The Class Curriculum Calls for Tweets

Continued from the prior page

ty," said another.

"We should probably check with Sprint before we offer that," said student Caroline Chow, who explained how the students would execute the campaign by posting instructions to Twitter and Facebook.

"I suggested telling people to use a Sprint phone, go dance in front of Boston's Quincy Hall, and upload a video of ourselves "and we'll tell them it's better to use Sprint."

Ms. Richov says her experience using Sprint's Evo smartphone and working for the company has changed her opinion of the brand, which associated with "the old, crummy, Nextel phone."

She is certainly more likely with a Sprint phone than "what was before," she says.

The Emerson class is the field of instructor David Gerzof.

He solicited "clients" for the class by tweeting around Boston Start-ups and at Emerson College to run their PR or Social Outreach for the next 48 hours.

Sprint and other companies contacted Mr. Gerzof, who added friends and relatives to the client roster.

In addition to Sprint, the class is working on a semester-long online visibility campaign for NBC's "On Point with Ashbrook" Frivy, a Twitter-based scavenger hunt to help spread the word among Boston's college population about Sprint.

"The winner could maybe get a free phone," a student said.

"Or maybe, like, free service for

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Ms. Vargas says.

Projecting the Radian6 search page from her computer monitor onto a screen, she explained how to refine searches to find mentions of brands across the blogosphere. She also highlighted the limitations of the software. "Be aware that with a term like 'wicked awesome,' the computer will score that as negative," she said.

For decades, drug makers, car companies and other manufacturers have lent financial support to universities conducting research relevant to their businesses. But industry previously shied from supporting research of "soft" social sciences, says Irving Wladawsky-Berger, a longtime executive at International Business Machines Corp., who

oversaw its Internet division and now is a visiting lecturer at the Massachusetts Institute of Technology.

Now, computer science is increasingly employed in the study of human behavior and shopping habits. "What is new is we can extend science to marketing," Wladawsky-Berger says.

The University of Southern California's Annenberg School for Communication & Journalism last fall launched the Annenberg Innovation Lab. The lab is underwritten by IBM, Levi Strauss, Mattel and Verizon Communications Inc. Participants research consumer behavior using vast quantities of previously unavailable data provided by the sponsors.

"It's allowing for a new kind

of research that just wasn't even possible a few years ago," says Dimitri Williams, an associate professor at USC Annenberg conducting research using Levi Strauss data.

Fox Sports Net, a group of regional sports channels, works with schools such as USC and the University of Florida as part of a program it calls Creative University, which launched in 2008 and will be rolled out to 10 schools by the fall. (Fox Sports Net and Dow Jones & Co., publisher of The Wall Street Journal, are both owned by News Corp.)

Last semester, Kyle Daly took a Creative University class at Arizona State University's Walter Cronkite School of Journalism and Mass Communication. The class broke into teams to vie for the right to revamp and generate buzz around FoxSportsArizona.com, the website for the network's affiliate there.

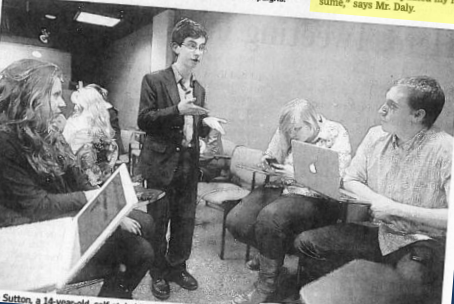
Mr. Daly and his team presented an idea to Fox Sports Net executives, calling for viewers to build their own pages. Viewers would post photos and videos of themselves and friends celebrating their favorite local athletes, with links to Fox Sports Net's team news feeds and statistics.

The network is working to implement the strategy, says Chris Hannan, senior vice president of marketing.

"I've already updated my résumé," says Mr. Daly.



Emerson Social Media students design online marketing campaigns.



Lane Sutton, a 14-year-old self-styled Twitter expert, suggests tweeting at 11 a.m. or 6 p.m. for best exposure.



FOX SPORTS UNIVERSITY

ASU- Cronkite Journal- Fall 2011

OUR PROGRAMS

Students Tackle Sports Marketing for Fox Sports Arizona

BY DUSTIN VOLZ

When Eric Fischer came to the 2009 NBA All-Star Game in Phoenix on business, he didn't expect to return a year later to teach sports marketing to journalism students.

But a meeting with Cronkite Dean Christopher Callahan that weekend set the stage to bring Fischer and his 20-plus years of marketing and media management experience to Cronkite to oversee an innovative partnership with Fox Sports Arizona.

Fischer's students are creating marketing campaigns for Fox Sports Arizona, the Arizona affiliate of Fox Sports Network, which was looking for ways to inject fresh marketing ideas into its organization.

"I love the opportunity to work with students and have them create a lot of great stuff," said Fischer, now a faculty associate. "Each semester it's been a real blast watching the students create something from scratch."

Fischer, who has worked as a senior marketing representative for the NBA, Disney, Fox, MGM and J.C. Penney, divides the class into small teams that compete against each other for the chance to have their ideas developed by the network.

The first semester's class worked on a brand image campaign for the network, with the winning team earning praise for dreaming up the network's now widely used "We bring the game home" advertising slogan. The next semester, the class worked to improve the network's website, and the spring 2011 class developed a strategic marketing campaign for the Phoenix Coyotes hockey team.

Fox Sports executives frequently visit the class to talk with students and hear their pitches.

Cronkite junior Kyle Daly said that when marketing executives visited the class in the middle of the fall 2010 semester for a progress check, they told students their work wasn't bold enough. He and his teammates went back to the drawing board.

Their work paid off at the end of the semester when they were named the winning team. Their suggestions included making changes to the network's Facebook page to limit status updates and make them more conversational. They also proposed ways to increase user interactivity and keep fans engaged on the site longer.



"We're the new generation," Daly said. "We understand the simple stuff when it comes to Facebook and Twitter."

Brett Hansen, Fox Sports Arizona's director of communications and marketing, said picking the winning proposal is always difficult.

"It's been amazing. We're impressed every semester," Hansen said. "The ideas they've come up with are totally out of the box and things we may not have thought of."

The Cronkite class is part of Fox Sports' Creative University initiative, a program that pairs the network's regional sports affiliates with a nearby university to supplement student learning. ASU is one of four universities participating in the program, along with the University of North Carolina, the University of Southern California and the University of Florida.

"I don't think there are too many classes out there that actually allow you to come up with a marketing and advertising campaign for a television network," Hansen said. "It's some real-life experience that I know all the students get a lot out of, and it's given them a great understanding of what it takes to work in this profession."

Students say their successes are largely due to Fischer's guidance.

"He knows more about the industry than any other teacher I think I've dealt with," said senior Jake Harris.

Fischer said he's not surprised that Callahan jumped at the opportunity to partner with Fox Sports Arizona.

"I think it's a testament to what Cronkite's all about, about taking chances and doing things a little bit different," he said. □



2011-2012
Cronkite Journal
WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

CLA: SJMC News

A blog for the [School of Journalism and Mass Communication](#).

UMN SJMC Partners with FOX's Creative University for Fox Sports North Campaign

By showard on September 11, 2012 4:11 PM

In fall 2012, the students enrolled in Jour 4259: Strategic Communication Case Analysis will partner with Creative University, a program of FOX Sports. The University of Minnesota is one of 15 schools around the country participating in the program.



The program is designed to allow FOX sports businesses to take part in the educational process and to allow students to create a campaign for a sports team and compete among one another.

The University of Minnesota SJMC is pairing with FOX Sports North and will create a campaign for the Minnesota Timberwolves. Students will be focusing on how to engage fans and enhance enthusiasm for the team.

The course is taught by John Eighmey, Raymond O. Mithun Chair in Advertising at the University of Minnesota School of Journalism & Mass Communication.

For more information, click [here](#).

Categories: [Student News](#)

Tags: [fox sports creative university](#), [sjmc fox sports](#), [sjmc fox sports north](#), [sjmc minnesota timberwolves](#), [sjmc minnesota timberwolves campaign](#), [sjmc partners creative university](#), [sjmc partners fox sports](#), [strategic communication case analysis creative university](#), [strategic communication case analysis fox sports](#), [strategic communication case analysis minnesota timberwolves](#), [university of minnesota creative university](#), [university of minnesota fox sports](#)

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About this Entry

This page contains a single entry by showard published on September 11, 2012 4:11 PM.

[Adjunct Faculty Member Publishes Guide and Activity Book](#) was the previous entry in this blog.

[SJMC Alumni Society Board Welcomes Two New Members](#) is the next entry in this blog.

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FOX SPORTS UNIVERSITY

UNC- Carolina Communicator- Fall 2011

DESTINATION: FOX SPORTS CAROLINAS

Ad students create 'Destination' branding campaign for FOX Sports Carolinas

ADVERTISING STUDENTS AT THE UNC SCHOOL OF JOURNALISM AND MASS COMMUNICATION HAVE DEVELOPED A NEW BRANDING CAMPAIGN FOR FOX SPORTS CAROLINAS.

The project is part of FOX's Creative University program that partners with prestigious academic and athletic institutions around the country. It provides real-life applications of what students are learning in the classroom.

The campaign – Destination: FOX Sports Carolinas – supports FOX's new regional sports network that reaches more than 4 million cable and satellite households in North and South Carolina. The network televises about 100 live Atlantic Coast Conference sporting events and a weekly ACC magazine show. It also televises Charlotte Bobcats and Carolina Hurricanes games, among other teams and athletic conferences.

Eight teams of students in two of the school's advertising classes developed agency-level pitches and presented FOX executives with creative concepts for TV, outdoor, radio, and grassroots web and social media applications.



The winning team of students from assistant professor Dana McMahan's class included Matt Vito, Anna Folwell, Paige Heskamp, Kelsey Watford, Nicole Cestaro and Jordan Chatham. They earned the opportunity to work side by side with industry professionals to execute the final product and its launch coinciding with the beginning of the NBA, NCAA and NHL fall sports seasons.

"The program exposed us to many components of the creative process and execution of an advertising campaign through hands-on experience, giving us a valuable and fun understanding of the industry," said Folwell.

Michael Brouder, the director of marketing and network presentation at FOX Sports Carolinas, said he and other executives were impressed with all of the student teams' pitches.

"Every idea was actionable. They were really that good," he said. "The preparation of the students, the caliber of the presentations and their overall professionalism was top notch."

Brouder said the winning presentation stood out because of its understanding of the breadth of FOX Sports Carolinas programming, achieving the difficult task of creating an umbrella campaign that works for both college and pro sports in both North and South Carolina. "The campaign is locally charged and highly customizable across the entire FOX Sports Carolinas footprint," he said.

"Destination: FOX Sports Carolinas really focuses on the passion fans have for their teams," McMahan said. "FOX Sports challenged the class teams to bring the fan spirit alive for sports enthusiasts in the viewing area. All true fans will see themselves in the campaign."

Three television spots make up the primary pieces of the campaign, but the concept will be used across multiple platforms. One is based on major rivalries in the Carolinas involving ACC and Southeastern Conference teams and fans.

Students Paige Heskamp, Nicole Cestaro and Kelsey Watford (to r in back) watch a Los Angeles-based crew discuss the execution of their "Destination Campaign" concept during a production shoot in Winston-Salem.

16 CAROLINA COMMUNICATOR



FOX SPORTS UNIVERSITY

SMU- COX Business School Journal Spring 2012



COX PROGRAM NEWS

UNDERGRADUATE PROGRAMS GRADUATE PROGRAMS EXECUTIVE EDUCATION CENTERS OF EXCELLENCE GLOBAL CONNECTIONS

Undergraduate Programs

BBA Students Serve as Community Leaders

In 2011, SMU's Big Ideas program awarded grants to BBA students Amrita Vir and Sean Zech for their concept, "Mustang Microfinance." Since then, they have turned their concept - providing loans to fledgling entrepreneurs in underserved neighborhoods - into reality. Working with Dallas-based Citysquare, a faith-based nonprofit, and The PLAN Fund, a nonprofit microfinance institution, the Mustang Microfinance team approved six loans, ranging from \$200 to \$1,000.



Shown: BBA team members Timm Wooten, Amrita Vir and Kenny Finch

Internship Program Provides Opportunities for BBA Students

Since last summer, 22 BBA students have completed undergraduate marketing internships under the guidance of faculty advisor Sonja Corbin. Internships cover a wide variety of jobs - from working with a hedge fund as a marketing/investor relations intern to serving as a promotions intern in the Dallas Observer events department. Students watched their classroom knowledge come alive in a business setting, gained valuable work experience to enhance future employment opportunities, made useful industry contacts and learned about new jobs for marketing grads.

Fox Sports Media Group Partners with SMU Cox

The Fox Sports Media Group and Fox Sports Southwest launched a new partnership with the Cox BBA honors marketing practicum this spring. SMU Cox is one of six universities that Fox chose for its "Creative University" program. Student teams create and present a marketing campaign for Fox Sports Southwest coverage of the Dallas Stars. Fox senior marketing executives choose the winning campaign, which could be used by the network. Meanwhile, students benefit from real-world experience and great networking opportunities.



Pictured: Seth Ramey, Ryan Allison, Layne Meyers, Chris Hannan, Fox Sports Media Group senior vice president of marketing; Jourdan Bishop, Spencer Kaiser, Mary Hynk, Fox Sports Southwest director of marketing; Allison Hollins; and Judy Foxman, senior lecturer in marketing.

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SPRING 2012

COX alumna Hannah says she'll always remember the 1100s... have been dramatic

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FOX SPORTS UNIVERSITY

Michigan- Ross of Business Alumni News December 2012



BBA's Seek a Slam Dunk for the Detroit Pistons

12/13/2012 --



BBA's join the game by marketing NBA stars in this action-based learning course.

ANN ARBOR, Mich. — Ross BBA students enrolled in Marketing 301 this semester took their knowledge to the court on behalf of the Detroit Pistons. The class, taught by David Wooten, partnered with FOX's Creative University program, FOX Sports Detroit, and the nearby NBA franchise to find creative and innovative solutions for promoting the Pistons' upcoming season. "They had a variety of tactics at their disposal and could focus on multiple objectives. Their task was to come up with something creative that the Pistons might want to use for next season," says Wooten, who is the Alfred L. Edwards Associate Professor of Marketing.

Students initially were given the opportunity to sample the product, so to speak. The class attended the Pistons' first pre-season game, got a behind-the-scenes look at the Palace of Auburn Hills, and met people from various departments that currently work on the team's marketing. "The trip made it fun for students, but also gave them the opportunity to look at the game not only as fans but from the perspective of someone who has to market the product," says Wooten.

This is the first collaboration between Michigan Ross and Creative University, a nationwide program that FOX Sports developed to put academic minds to work solving sports-related business challenges. "The appealing thing to me was that it was consistent with the action-based learning focus that we as a school have, and it was an opportunity to give the BBA's the experience of doing hands-on, action-based learning," says Wooten.

In previous semesters, Wooten used a simulation for Marketing 301's action-based learning component, so he jumped at the opportunity to incorporate the Creative University project into the current offering. "Sports is an exciting industry to look at. Students like the competitive format, and the potential for the ideas to be implemented is really appealing," says Wooten.

The result was an experience that felt like more than a class. "It's been like having a semester-long internship with the Pistons," says Natalie Stern, BBA '13. "I've never been this motivated to create a winning campaign, since our team's ideas could actually be implemented."

The chance to work with the Detroit Pistons in a marketing capacity also proved to be a big draw for many students. "When I saw the project on the syllabus, I was excited because it looked like a great way to dive into marketing. I couldn't stop thinking about this class," says Nick Steiner, BBA '13.

Part of the thrill was the chance to merge academics and outside passions. "I was excited to have the opportunity to apply what I have learned in school to something that I was previously interested in," says Justin Kelman, BBA '13.

But by the end of the semester, it wasn't just the high-profile client that kept their interest in the class. "This project surrounded us in making a marketing plan more than any other project I have had at Ross so far," says Steiner.

"It showed me that as we move forward with our academics and careers, it is not only important to create impactful changes but actionable ones as well," adds Vikram Sridhar, BBA '13. "Having real-world experience is incomparable to just sitting in the classroom."



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CSUN- CSUN Today Feature February 2013

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FOX Deportes to Use CSUN Student Ideas in UFC Campaign

Media Contact: Carmen Ramos Chandler
carmen.chandler@csun.edu
(818) 677-2130 | on February 27, 2013 | in Arts and Culture, Media Releases

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It seemed like a simple request. But the marketing students in California State University, Northridge professor Kristen Walker's upper division class were well aware that the appeal for assistance from FOX Deportes officials was not going to be easy.

Executives with FOX's Spanish-language sports network tasked the group with developing a campaign that would increase the reach of its Ultimate Fighting Championship (UFC) programming within a key demographic: 18-35 year-old Spanish-speaking and bilingual males in the United States. The students divided into groups and began to work.

Their hard work paid off. Just weeks ago, FOX officials announced they were incorporating one team's concept, "Soy UFC," into a national campaign to make FOX Deportes the "go-to" destination for UFC content for Spanish-language and bilingual consumers. Ideas by the other CSUN teams are also being utilized by FOX.

"We were excited to work with professor Walker's class and found their ideas and fresh perspective invaluable," said Steven Graciano, vice president of marketing at FOX Deportes. "Their commitment to the project was evident and the students show a firm grasp and understanding of the nuances related to marketing to Hispanics."

Walker said she is proud of her students' efforts.

"They all worked hard to develop campaigns grounded in creativity, showing a depth of research," she said. "The winning team developed a campaign entitled 'Soy UFC' to show a varied Hispanic base of UFC. The team really engaged the audience during their presentation with a lively demonstration of the unexpected nature of who is a UFC fan."

TOP STORIES

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in Athletics, University News
- [Former Hawaii Gov. Linda Lingle Returns to CSUN to Teach](#)
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in Education, Media Releases, Politics and Society
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UF ad students compete for Fox Sports campaign

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Posted: Tuesday, March 26, 2013 12:45 am
Garrett Bruno, Alligator Contributing Writer | 0 comments

A partnership between UF and Fox Sports culminated Monday afternoon in a competition that put UF advertising students' creative prowess on display.

In the fifth year of a program called Creative University, Fox Sports Florida and Fox's Sun Sports tasked a group of six UF College of Journalism and Communications students with producing a campaign for the Miami Marlins that will be presented to the public.

"The Miami Marlins is definitely one of the more interesting and challenging topics that we've ever given to a group of students," said Eric Esteban, media relations manager for Fox Sports Florida and Sun Sports. "We will be deciding which campaign works best, and from there it's on us to implement it."

Overcoming impressions that the Marlins engaged in too much player trading, one idea the group created was the playful theme "Don't Be a Trader." In an attempt to garner a broader audience, another idea was "Show Your Scales."

"A big problem with the Marlins was the current brand image," said Matt Delisle, a 22-year-old advertising graduate student. "You don't want to focus too much on the negative."

The students viewed this as an opportunity to create something for the real world.

"With this campaign, we had the opportunity to actually go into production and see something that may actually get made," said Jonathan Muench, a 21-year-old advertising junior.

The groups presented a storyboard of example television spots, social media campaigns, billboard ideas, print advertisements and radio scripts. Fox Sports officials will discuss which ideas they wish to produce and invite the



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Fox Sports and Missouri School of Journalism Partner to Develop Campaign to Promote FIFA World Cup



AdZou Students Help the Network Solve Sports-Related Business Challenges

Columbia, Mo. (April 22, 2013) — [Fox Sports](#) will broadcast the [FIFA World Cup](#) – the most popular sporting event in the world – starting in 2015. And some Missouri School of Journalism strategic communication students will have a hand in how Fox promotes its broadcasts.

The campaign development is part of [Fox Sports' Creative University](#), a nationwide program that Fox Sports developed to put academic minds to work solving sports-related business challenges and to bring a fresh, young perspective to the network's marketing.



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Assistant Professor



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Adjunct Instructor



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Assistant Professor

“The program benefits the students and brings new ideas to our marketing,” said David Pokorny, director of marketing for [Fox Sports Midwest](#).

Missouri, in its third year of Creative University, is one of 15 schools selected by Fox. At each university a class partners with a Fox Sports business to address a marketing or strategy challenge. Their

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Northwestern- Medill News July 2013



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IMC undergraduate certificate students create campaign for Fox Sports

By Mallory Busch (BSJ16) on July 16, 2013

Justine Johnson-Makuch, a recent graduate of Northwestern's Weinberg College of Arts and Sciences, took Entertainment Marketing as part of her Integrated Marketing Communications undergraduate certificate course plan. It was supposed to be just another undergraduate marketing class. Instead, it became a real-world career experience.

"I was shocked at how worthwhile this was," Johnson-Makuch said.

Instead of working with a hypothetical client and audience, the fall 2012 class paired its students with an actual client, Fox Sports.

"The class is all about understanding a brand, understanding the consumer and connecting them using entertainment marketing," said IMC Lecturer Marty Kohr, who taught the class. Fox Sports reached out to Northwestern as part of its [Creative University](#) initiative, which seeks to give undergraduates a real marketing experience.

"Creative University was started five years ago by the top executives at Fox Sports," said Christina Appleton, Manager of Strategic Partnerships at Fox Sports. "We started with two programs we had athletic relationships with, University of Southern California and University of Florida, in our first year and it was extremely successful."

Students at the schools paired with Creative University in its first year created award-winning marketing campaigns for Fox Sports. Following this success, the company expanded



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SMU students design advertising campaign for Fox Sports Southwest's college football programming

Dallas Morning News - August 8, 2013



Louis DeLuca/Staff Photographer

SMU professor Judy Foxman, with former students Ryan Allison (left) and Jeremy Moran, has twice had a class partner with Fox's Creative University to give students an opportunity to design a marketing campaign

By RYAN OSBORNE
Staff Writer
rosborne@dallasnews.com

Jeremy Moran and his Southern Methodist University classmates were stuck. For weeks this spring, they tossed around ideas and strategies during the early stages of a semester-long project for their honors sports marketing class at the Cox School of Business.

"It was just sessions of brainstorming that went nowhere," Moran said.

But the blank slate the group began with gradually grew into a detailed marketing campaign complete with a commercial script that will be used to promote Fox Sports Southwest's college football programming this fall.

"Sofa Stadium: The Best Seat in the House," beat out three other groups in professor Judy Foxman's Honors Practicum class. The commercial was shot in July at two Dallas locations and centers on bringing an in-game experience to the living room. Fifteen- and 30-second spots will run this month and throughout the college football season.

The campaign features friends gearing up for a game with body paint and tailgating food before loading into a truck and driving it through a living room wall into the "Sofa Stadium."

The project was coordinated through Fox's Creative University, a program that partners the network with colleges across the country, giving students an opportunity to design a campaign similar to the one Moran's group produced. It began in the spring of 2009 at the University of Florida and the University of Southern California. The program has since partnered with 14 more schools.

Moran, a May graduate who works for Sabre Holdings in Southlake, headed the winning team, but the duties and input were equally divided, he said. Jessica Webb, Lauren Miller, Caroline Stapleton and Samantha Zivlin made up the rest of "Team Synergy," which won the competition after presenting its plan to Fox executives.



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Marshall Students Align with FOX Sports on Real-world Project

October 21, 2013 • by News at Marshall



Building on the momentum of the LA Kings' first-ever Stanley Cup win in 2012, Dr. Lisa Cavanaugh, assistant professor of marketing at Marshall, and her students found promoting hockey in the balmy climes of Southern California to be a challenge not to be missed. As participants in FOX Creative University, which enlists students from top universities around the country to work on real-world projects as part of their academic curriculum, Cavanaugh's students were charged with raising the profile of the sport in the region and helping promote the rivalry between the LA Kings and Anaheim Ducks.

Cavanaugh, who has engaged students to work with other clients on real-world communications plans annually for her Advertising and Promotion Management class, was approached to collaborate on the project by FOX Sports executives Lindsay Amstutz, vice president of marketing for FOX Sports Regional Sports Networks; and Christina Appleton, manager, strategic partnerships, FOX Sports. The FOX Creative University program, currently in 20 schools across the country, is in its sixth year with USC and its first with Marshall. Marshall's engagement, with 145 students in three sections, is the program's most comprehensive participation to date.

"My goal was to identify a unique integrated marketing and communications challenge that fosters an excellent learning and professional growth opportunity for my students. This year's challenge will stretch them creatively and allow them to have a positive and tangible impact on FOX Sports, the LA Kings, and Anaheim Ducks," said Cavanaugh.

The semester-long project kicked off on Sept. 11 with FOX Sports, LA Kings and Anaheim Ducks representatives coming to Cavanaugh's class to answer questions and talk about their brands, their differences and similarities and how their marketing campaigns reflect the different NHL clubs. The project will culminate with student teams pitching their fully integrated marketing communications plan in November.

Students got a true taste of what hockey is all about when they attended a Kings vs. Ducks game at the Staples Center on Sept. 24.

"That was my biggest eye-opening experience," said Elizabeth Dinh '14 (December), who never had attended a hockey game. "It helped me realize how to market the game better as a community sport because there were people with children attending who were so devoted to hockey. I've never experienced anything quite as encompassing as this project."

Appleton, meanwhile, was impressed by how engaged Cavanaugh's students were going into the project.

"Before we even came out for the kickoff, Professor Cavanaugh had established a Twitter hashtag for her class. She already had the students engaged on social media, sending questions and tweeting, and it was clear how excited they were," said Appleton. "I was very impressed. That's just the best possible thing for the program. You get from it what you put into it. We're all really excited about what we're going to see in November from this class."

About the USC Marshall School of Business
Consistently ranked among the nation's premier schools, USC Marshall is internationally recognized for its emphasis on entrepreneurship and innovation, social responsibility and path-breaking research. Located in the heart of Los Angeles, one of the world's leading business centers and the U.S. gateway to the Pacific Rim, Marshall offers its 5,700-plus undergraduate and graduate students a unique world view and impressive global experiential opportunities. With an alumni community spanning 90 countries, USC Marshall students join a worldwide community of thought leaders who are redefining the way business works.



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Michigan- Sports Business Daily Download November 2013



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Tuesday, Nov 26, 2013

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Heat, Samsung Agree To Sponsorship That Includes Floor Apron

The Heat are the NBA's third franchise to sign a floor apron advertising deal, per the team's new sponsorship with Samsung. Terms of the deal were not disclosed.

NHL's Collins Says Rogers Deal Shows "Strength Of The League"

NHL COO John Collins said of the combined \$7.2B rights-fee packages the league now has with Rogers in Canada and NBC in the U.S., "It's indicative of the strength of the league."

Pacquiao Short On Typhoon Relief Funds; Bank Accounts Frozen

Boxer Manny Pacquiao today said that he "has no money to keep his promise to help typhoon victims because Philippine revenue authorities have frozen his bank accounts."

A-Rod's Lawyers Amend Complaint To Further Criticize Selig

Alex Rodriguez' lawyers have amended their lawsuit against MLB and Bud Selig to include the fact that the Commissioner "did not have to testify" in recent arbitration hearings.

HBO To Debut Sports Documentary Film Series "State Of Play"

HBO today unveiled plans for "State Of Play," a new documentary film series from exec producers Peter Berg and Sarah Aubrey that will debut Dec. 4 with "Trophy Kids."

Daily Download...

The Pistons teamed up with FS Detroit and area rapper **Big Sean** for this local TV spot with the theme "Together We Can."



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Tulane- Sports NOLA December 2013

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Tulane Students Complete Marketing Competition to Promote Louisiana High School Sports

Posted by: **Lenny Vangilder** in **Prep Sports** on Dec 06, 2013
Tagged in: [tulane](#), [prep-sports](#), [prep-football](#), [lhsaa](#)

COLLEGE-HIGH SCHOOL COLLABORATION

There was a different kind of high school sports competition on Tulane's campus Friday.

Eight teams of undergraduate students from Tulane's Freeman School of Business completed a semester-long marketing project by making presentations to Fox Sports and LHSAA executives. The mission was to develop a full-scale marketing strategy for Fox Sports New Orleans' coverage of LHSAA events.



The project is part of a nationwide initiative called Fox Creative University.

"Fox Creative University is now in its sixth year," said Fox Sports Southwest and Fox Sports New Orleans director of marketing Mary Hyink. "There are 20 member universities. This is the first program within the Fox Sports New Orleans region. We launched this program back in the summer. The students were tasked to build a 360-degree strategic marketing campaign supporting LHSAA programming on Fox Sports New Orleans.

"I'm very impressed with the presentations and the level of strategic thinking that came from the Tulane students. They presented some strategic, thought-provoking, compelling on-air and digital marketing initiatives."

Though the Tulane student body does not include a high percentage of locals, that provided an interesting dynamic, Hyink said.

"It's a diverse student base," she said. "We found this in other programs that diversity really fuels new and creative ideas. Some really fresh ideas came out of this. Having said that, some of these terrific, fresh ideas were very much founded on local and regional traditions. Not only were the ideas strategic, but they're very actionable."

During the fall semester, the Tulane students researched fans of Louisiana high school football to gather the information for their proposals.

"When Fox told us about the program, I was extremely grateful," said Jacob Doyle of the LHSAA marketing department. "It only furthers our partnership with Fox Sports. I thought there were some fantastic ideas."

While the committee ranked elements of three of the presentations above the others, the group of Charlotte Beauvalet, Warren Bondi, Tomas Bruha, Colette Castellano,

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Michigan- Ross School of Business; Ross Blog December 2013

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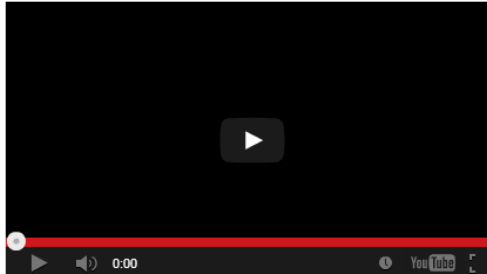
« 50 Top Women in Finance Includes Ross Alum | Main | Rossers Among Those Highlighted as Incredibly Impressive »

12/09/2013

Ross Marketing Students Drive New NBA Pistons Promo

Recently the NBA's Detroit Pistons called on the marketing minds of Ross undergraduates to help them create a new television promo. The project turned out to be an exciting, hands-on learning experience for the students and gave the team a boost of energy and excitement.

Working with Fox Sports Detroit and the Pistons' marketing staff, the students inspired the "Together We Can" campaign as part of a class project in Professor David Wooten's Fall 2012 class. Student teams pitched ideas to Fox Sports on ways to raise awareness for Detroit's NBA franchise. Fox Sports selected the winning team's core theme and ran with it. You can see the final promo below.



"My goal was to find a rich, action-based experience for undergraduate students," Wooten says. "Fox Sports has the Fox Creative University program, so we teamed up with them to address a marketing challenge: how to create more excitement for the Pistons. The students not only got to participate in a real pitch competition, but the winning team saw how its idea was implemented, and in a very visible way." The first spot aired Nov. 25 during the Pistons' win over the Milwaukee Bucks. It's getting a lot of play on television and social media.

Watch a behind-the-scenes "making of" video and meet the Ross student team behind the spot.

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UNC- School of Journalism Feature January 2014

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J-school students take checkered flag in FOX/NASCAR challenge


Five UNC J-school advertising students will join the production team of FOX Sports 1 and NASCAR in 2014 to produce a national advertising campaign they created called "Life on NASCAR."



Laura Vroom, Caroline Boese, Cynthia Betubiza, Lindsay Franco and Michelle Brant were the winning team from FOX Sports Creative University — a project conducted between FOX Sports 1 and the J-school's advertising creative classes taught by assistant professor Dana McMahan. This fall marked the fourth year the school has partnered with FOX Sports.

Ten teams in two classes worked throughout the semester to develop concepts for NASCAR's Speedweeks and the Daytona 500. They pitched their ideas to FOX Sports executives on Dec. 4. NASCAR sportscaster Adam Alexander announced the winning team via YouTube video.

FOX Sports University- UNC Fall 2013 NASCAR Spe...



"We were so stunned and are very excited about the NASCAR competition," Franco wrote on behalf of her team following the announcement. "We are thrilled to be given this opportunity to represent the University."

As "Life on NASCAR" heads into production, the students will take part in all of the planning and development for various media, including joining the broadcast production team on the film set.

Anna Folwell, marketing coordinator for FOX Sports and a 2012 graduate of the J-school, will help guide them through the process. She was a member of the school's Creative University winning team in 2009.

Learn more about the program and see past winners at foxcreativeuniversity.com/school/unc.

