

FOX SPORTS UNIVERSITY PRESS KIT



BRINGING THE REAL WORLD INTO THE CLASSROOM

OVERVIEW

- **PARTNERSHIP BETWEEN FOX SPORTS AND TOP UNIVERSITIES**
 - **INTEGRATED INTO JOURNALISM AND MASS COMMUNICATION, BUSINESS AND SPORTS MANAGEMENT PROGRAMS**
- **FOX SPORTS PROVIDES REAL-WORLD PROJECTS TO EACH CLASS AS A PART OF A SCHOOL'S CURRICULUM**
 - **STUDENTS DEVELOP IDEAS AND CONCEPTS THAT ARE LATER BROUGHT TO LIFE BY FOX SPORTS AND PARTICIPATING PARTNERS**
- **COMMITTED TO OFFERING UNIQUE OPPORTUNITIES TO STUDENTS AND FURTHERING FOX SPORTS' COMMITMENT TO EDUCATION**
 - **PROVIDE FULL TIME JOB AND INTERNSHIP OPPORTUNITIES TO PROGRAM ALUMNI**

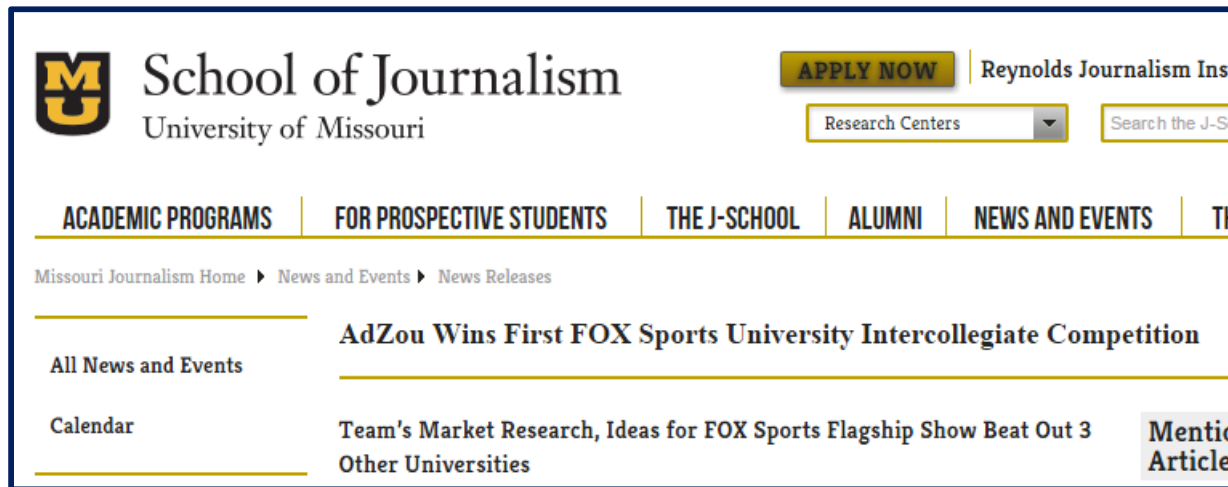


2015 CLIPS



UNIVERSITY OF MISSOURI

MISSOURI JOURNALISM NEWS AND EVENTS



The screenshot shows the top section of the University of Missouri School of Journalism website. At the top left is the MU logo and the text "School of Journalism University of Missouri". To the right is an "APPLY NOW" button and a link to "Reynolds Journalism Ins". Below this is a navigation bar with links: "ACADEMIC PROGRAMS", "FOR PROSPECTIVE STUDENTS", "THE J-SCHOOL", "ALUMNI", "NEWS AND EVENTS", and "T". Below the navigation bar is a breadcrumb trail: "Missouri Journalism Home > News and Events > News Releases". The main content area features a news article titled "AdZou Wins First FOX Sports University Intercollegiate Competition". To the left of the article are links for "All News and Events" and "Calendar". Below the article title is a snippet of the article text: "Team's Market Research, Ideas for FOX Sports Flagship Show Beat Out 3 Other Universities". To the right of the text is a button labeled "Mention Article".

School of Journalism
University of Missouri

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AdZou Wins First FOX Sports University Intercollegiate Competition

Team's Market Research, Ideas for FOX Sports Flagship Show Beat Out 3 Other Universities

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THE WINNING GROUP, PICK SIX, WILL BE INVITED TO ATTEND A LIVE PRODUCTION OF FOX SPORTS LIVE IN LOS ANGELES AND MEET WITH EXECUTIVES FROM FOX SPORTS THIS SUMMER.

SOURCE

UNIVERSITY OF WASHINGTON

FOSTER BLOG



“COMING INTO THIS CLASS, I DIDN’T KNOW ANYTHING ABOUT GOLF, AND NOT A LOT ABOUT THE POWER OF SOCIAL MEDIA, BUT I DID KNOW SOMETHING ABOUT MARKETING. IT WAS SO INTERESTING TO SEE ALL OF THE BEHIND-THE-SCENES WORK THAT GOES INTO A BIG EVENT AND SOCIAL MEDIA CAMPAIGN. AND IT WAS AN INCREDIBLY VALUABLE CHALLENGE TO APPLY WHAT I’VE LEARNED IN SCHOOL TO AN UNFAMILIAR INDUSTRY, SOMETHING I’LL BE DOING A LOT IN MY CAREER.”

- YEN PHUNG, U WASH STUDENT

[SOURCE](#)

AUBURN UNIVERSITY

COLLEGE OF LIBERAL ARTS PERSPECTIVES BLOG



“THEY GAINED PERSPECTIVE ON WHAT KINDS OF TASKS ARE ASSIGNED, THE SIGNIFICANCE OF DEADLINES AND TIME-TABLES, TIME-MANAGEMENT SKILLS, THE NEED FOR CREATIVE SOLUTIONS, AND THE PROCESS OF CONSTRUCTIVE CRITICISM.”

**- PROFESSOR BRIGITTA BRUNNER,
AUBURN UNIVERSITY**

“AFTER SPENDING AN ENTIRE SEMESTER RESEARCHING NASCAR, FANS, VENUES, DRIVERS AND THE GENERAL CULTURE OF THE SPORT, WE WERE ABLE TO SEE IT IN THE FLESH. IT WAS AN UNFORGETTABLE EXPERIENCE.”

- CATHERINE WATSON, AUBURN UNIVERSITY STUDENT

SOURCE

UNIVERSITY OF FLORIDA

UF COLLEGE NEWS



College News
College of Journalism and Communications

[Home](#) [About](#) [Academics](#) [Research](#) [Media](#)

Advertising students win Bronze Student Clio

Published: June 8th, 2015
Category: [College News](#), [Student Awards](#)



CONGRATULATIONS TO THE STUDENTS INVOLVED IN THE FOX SPORTS FLORIDA AND MIAMI MARLINS CAMPAIGN OUT OF THE FOX SPORTS UNIVERSITY CLASS FOR WINNING A BRONZE STUDENT CLIO, ONE OF THE HIGHEST AWARDS GIVEN IN THE INDUSTRY.

[SOURCE](#)

UNIVERSITY OF NEBRASKA

CoJMC NEWS



UNL Campaigns Class Creates Branding for Fox Sports Live



AT THE END OF THE PRESENTATION ... EACH SENIOR STUDENT WOULD HAVE THE OPPORTUNITY TO TAKE A PRACTICE VIDEO INTERVIEW WITH A FOX RECRUITER THAT WOULD ALLOW THEM TO PRACTICE THEIR COMMUNICATION SKILLS AS THEY INTERVIEW FOR JOBS POST-GRADUATION.

SOURCE

2014 CLIPS



UNIVERSITY OF NORTH CAROLINA

SPORTS BUSINESS JOURNAL



FOX SPORTS USED A SOCIAL MEDIA MARKETING PLAN DEVELOPED BY UNC STUDENTS ... WITH THE TAGLINE “LIFE AT A DIFFERENT SPEED,” THE CAMPAIGN WAS DESIGNED TO GET PEOPLE TO THE RACE.

**“WE TREAT THIS AS PART OF THE CLASSROOM ... THE STUDENTS REALLY TAKE OWNERSHIP OVER THE MATERIAL.”
- PROFESSOR DANA MCMAHAN
NORTH CAROLINA JOURNALISM SCHOOL**

SOURCE

MULTI-CHANNEL NEWS

NETWORKS

FOX Sports U Partners With 27 Universities

Projects Provide Real-World Experiences to Graduates, Undergraduates

12/31/2014 2:00 PM Eastern

By: Jaclyn Tuman

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“FIVE FULL-TIME JOB PLACEMENTS WITH FOX SPORTS AND OVER 30 INTERNSHIPS HAVE COME FORTH THROUGH FOX SPORTS U. STUDENT-RUN CAMPAIGNS HAVE ALSO WON EMMY, TELLY, ADDY, GOLDEN MATRIX AND PROMAX AWARDS THROUGHOUT THE PROGRAM.”

SOURCE



SPORTS MONEY 11/25/2014 11:39AM 2,262 views

FOX Sports University Enhances The College Sports Business Curriculum

[Comment Now](#) [Follow Comments](#)



Students of Southern Methodist University's winning team in Spring 2014 (Courtesy of FOX Sports).



Students at Northwestern University (Courtesy of FOX Sports).

“THIS GIVES STUDENTS CURRENCY ... WHEN THEY TALK TO THEIR PEERS OR TALK IN THEIR INTERVIEWS FOR JOBS, THEY CAN DISCUSS THE REAL-WORLD PROJECT THEY DID WITH FOX SPORTS AND WHAT THEY LEARNED FROM IT. THAT’S VERY POWERFUL.”

- MARTY KOHR, NORTHWESTERN PROFESSOR

SOURCE

UNIVERSITY OF NORTH CAROLINA

UNC NEWS



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



"WE WERE SO STUNNED AND ARE VERY EXCITED ABOUT THE NASCAR COMPETITION. WE ARE THRILLED TO BE GIVEN THIS OPPORTUNITY TO REPRESENT THE UNIVERSITY."

- LINDSAY FRANCO, FOX SPORTS UNIVERSITY STUDENT

[SOURCE](#)

2013 CLIPS



UNIVERSITY OF MICHIGAN

ROSS BLOG



“MY GOAL WAS TO FIND A RICH, ACTION-BASED EXPERIENCE FOR UNDERGRADUATE STUDENTS ... SO WE TEAMED UP WITH [FOX SPORTS UNIVERSITY] 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.”

**- PROFESSOR DAVID WOOTEN
UNIVERSITY OF MICHIGAN, ROSS SCHOOL OF BUSINESS**

SOURCE

TULANE UNIVERSITY

SPORTS NOLA

“WE HAVE DONE A LOT OF PROJECTS WITH A LOT OF CLIENTS OVER THE YEARS, BUT WHAT DISTINGUISHED THIS PROJECT IS THE AMOUNT OF INVESTMENT FOX PROVIDED. AS A RESULT, (THE STUDENTS’) OUTPUT WAS FAR SUPERIOR TO OTHER PROJECTS WE’VE DONE.”

**- JOHN HOWARD
TULANE MARKETING PROFESSOR**



SOURCE

UNIVERSITY OF MICHIGAN

SPORTS BUSINESS DAILY

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Published November 26, 2013 Font Size **A A A** | [Print](#) | [Share](#) | [Tweet](#) [Like](#) [0](#)

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

Together We Can Pistons Promotion


[Return to top](#)

[SOURCE](#)

UNIVERSITY OF SOUTHERN CALIFORNIA

MARSHALL NEWS

Score!

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Home > News Room > **Score!**

Marshall News

Marshall Students Align with FOX Sports on Real-world Project



“THAT WAS MY BIGGEST EYE-OPENING EXPERIENCE... 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.”

- ELIZABETH DINH, FOX SPORTS U STUDENT

SOURCE

SOUTHERN METHODIST UNIVERSITY

DALLAS NEWS

“JUST THE FACT THAT WE HAD THE CHANCE TO DO A REAL-LIFE, REAL-WORLD PROJECT BEFORE WE GRADUATED AND WENT TO THE REAL WORLD, I FELT LIKE IT REALLY GAVE US A STEP AHEAD OTHER STUDENTS IN A MARKETING PROGRAM ... IT WAS KIND OF A JOB BEFORE WE GOT A JOB.”

**– RYAN ALLISON,
FOX SPORTS U STUDENT**



**“IT WAS THE BEST CLASS I EVER TOOK AT SMU,”
– MAYELA TRESPALACIOS, FOX SPORTS U STUDENT**

SOURCE

NORTHWESTERN UNIVERSITY

MEDILL NEWS



JUSTINE JOHNSON-MAKUCH TOOK ENTERTAINMENT MARKETING AS PART OF HER IMC 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.

[SOURCE](#)

MISSOURI UNIVERSITY

MISSOURI JOURNALISM NEWS



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

ADZOU IS A FULL-SERVICE AGENCY CAPSTONE EXPERIENCE THAT EXEMPLIFIES THE MISSOURI METHOD OF LEARNING BY DOING. THIS SEMESTER, FOX HAS DEPLOYED FOUR COMPETING TEAMS OF ADZOU STUDENTS TO DEVELOP A STRATEGY FOR ENGAGING SOCCER FANS AND ATTRACTING VIEWERS TO THEIR COVERAGE OF THE 2015 WOMEN'S WORLD CUP IN CANADA. BUSINESSES LIKE FOX SUPPORT THE LEARNING OPPORTUNITY FOR STUDENTS AND IN EXCHANGE RECEIVE FRESH PERSPECTIVES AND FULLY-INTEGRATED, HIGH-QUALITY CAMPAIGNS AT AN EXTRAORDINARILY AFFORDABLE FEE.

"IT'S ONE THING TO BE ABLE TO WORK ON SOMETHING FOR YOUR SCHOOL; IT'S ANOTHER TO WORK FOR A WORLD-RENOWNED COMPANY LIKE FOX," SAID SENIOR KARA CANNELIS.

SOURCE

FLORIDA UNIVERSITY

THE INDEPENDENT FLORIDA ALLIGATOR



“A BIG PROBLEM WITH THE MARLINS WAS THE CURRENT BRAND IMAGE ... YOU DON’T WANT TO FOCUS TOO MUCH ON THE NEGATIVE”
- MATT DELISLE,
FOX SPORTS U STUDENT

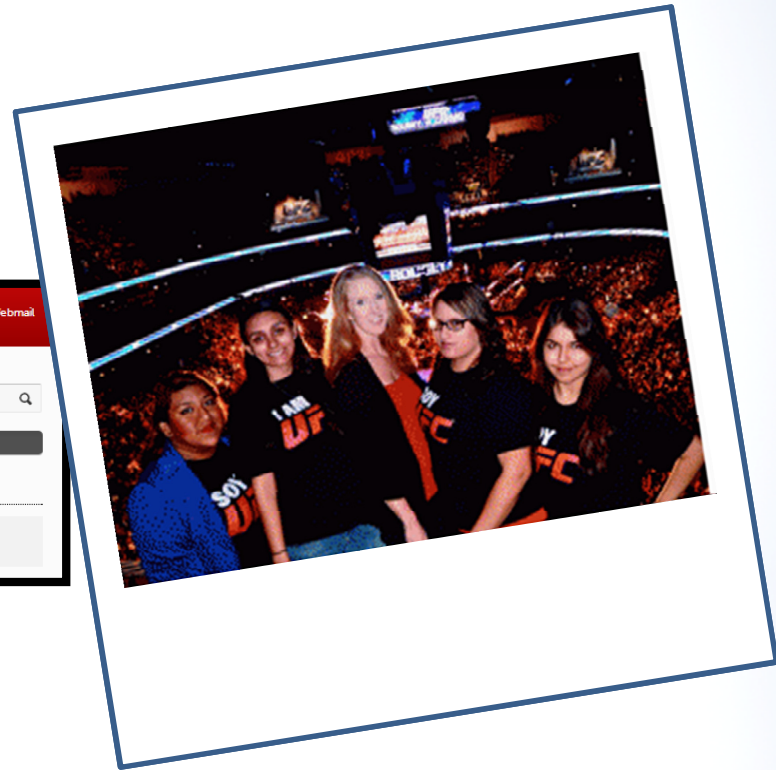
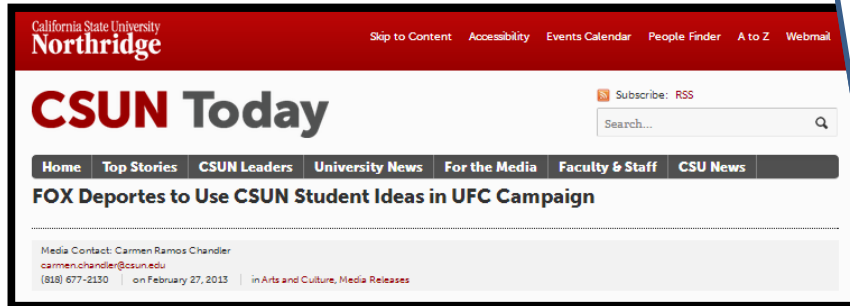
THE STUDENTS VIEWED THIS AS AN OPPORTUNITY TO CREATE SOMETHING FOR THE REAL WORLD. “WITH THIS CAMPAIGN, WE HAD THE OPPORTUNITY TO ACTUALLY GO INTO PRODUCTION AND SEE SOMETHING THAT MAY ACTUALLY GET MADE..”

- JONATHAN MUENCH, FOX SPORTS U STUDENT

SOURCE

CSUN

CSUN TODAY



“THEY ALL WORKED HARD TO DEVELOP CAMPAIGNS GROUNDED IN CREATIVITY, SHOWING A DEPTH OF RESEARCH... 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.”

**– KRISTEN WALKER,
CSUN PROFESSOR**

SOURCE

2012 CLIPS



UNIVERSITY OF MICHIGAN

MICHIGAN ALUMNI NEWS



BBAs Seek a Slam Dunk for the Detroit Pistons
12/13/2012 --



BBAs 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.



UNIVERSITY OF MINNESOTA

SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS NEWS

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.

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.

SOURCE

SOUTHERN METHODIST UNIVERSITY

COX TODAY



COX PROGRAMNEWS

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.

www.cox.smu.edu

coxtoday 3

COXtoday

SOUTHERN METHODIST UNIVERSITY
COX SCHOOL OF BUSINESS
SPRING 2012



Interview with CEO Marty Hanzgott, an '82 Cox alumnus, explains why changes to the CEO's role have been dramatic.

CONQUERING C-SUITE CHALLENGES

SMU Cox CEO Sentiment Survey: The Quest to Stay Competitive

The New Kitt Investing & Trading Center

C-Change: The New Role of the CFO and Finance

2011 CLIPS



ARIZONA STATE UNIVERSITY

CRONKITE JOURNAL

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. □



ARIZONA STATE UNIVERSITY

THE WALL STREET JOURNAL

representative survey of 642 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 43% of students ages 10 to 18 say they are energetically pursuing their goals, Gallup found. And only 38% 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 lowering

Please turn to page D3

By Amy Carozzo

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

riters 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 younger



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

Here, Tweeting Is a Class Requirement

By KATHERINE ROEMAN

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 Boston's Emerson College with smartphones and unlimited service in exchange for students working gratis 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 Hanes, 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 unlimited

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

Please turn to the next page

The class curriculum calls for tweets

The Class Curriculum Calls for Tweets

Continued from the prior page

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 biosphere. 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 the shopping habits. "What is new is we can extend science to marketing," Wladawsky-Berger says.

The University of Southern California's Annenberg School of 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 Dmitri Williams, an associate professor at USC Annenberg conducting research using Levi Strauss data.

For 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. (For Sports Net and New 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, saluting 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 Hammar, 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-proclaimed Twitter expert, suggests tweeting at 11 a.m. or 6 p.m. for best exposure.

Tracy C. Nickl
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brynellon.com

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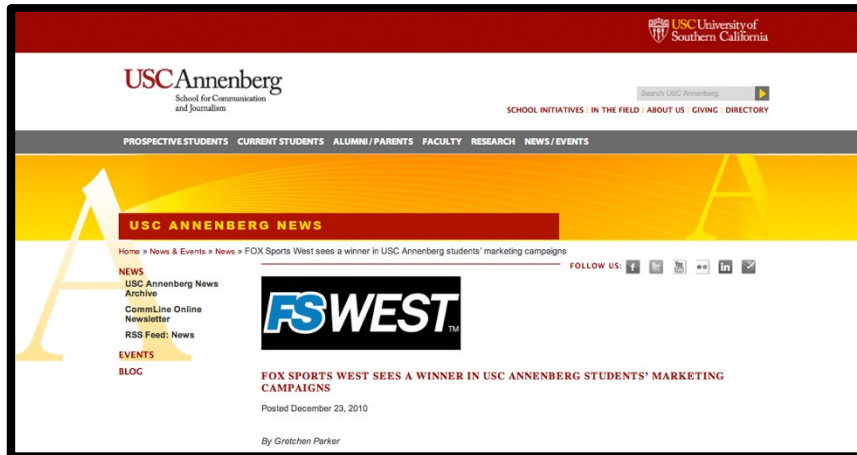
SOURCE

2010 CLIPS



UNIVERSITY OF SOUTHERN CALIFORNIA

USC ANNENBERG NEWS



“...WHEN THAT THEORETICAL LEARNING MEETS THE PRACTICAL ASPECTS, IT'S REALLY A DIFFERENT BALL GAME. THIS PROGRAM ALLOWS THE SAFETY OF THE CLASSROOM BUT THE COMPLEXITY OF THE REAL WORLD...”

- PROFESSOR, KIM STEPHENS

"IT WAS HELPFUL TO GO THROUGH THE WHOLE MARKETING PROCESS...HOW TO FIGURE OUT YOUR NEXT STEPS BASED ON THE UNDERSTANDING OF WHAT YOUR SOLUTION NEEDS TO ANSWER. IN THE END, WE GOT A GOOD BASE OF KNOWLEDGE THAT REALLY DID CATER TO THE SPECIFIC NEEDS OF THE PROBLEM. INSTEAD OF JUST FIGURING OUT A SLOGAN."

- SUSAN ZEILE, ANNENBERG STUDENT

SOURCE

UNIVERSITY OF NORTH CAROLINA

TRIAD BUSINESS JOURNAL



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."

ARIZONA STATE UNIVERSITY

PHOENIX BUSINESS JOURNAL

February 19, 2010 PHOENIX BUSINESS JOURNAL 7
phoenix.bizjournals.com

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 Basley, 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."

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



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.

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“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.”

SOURCE