

UNH Business Students Tackle the Challenge of Developing a Marketing Campaign for 'Time' Magazine

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UNH News Bureau

Durham, N.H. -- "Utopia," a marketing agency formed by Professor Jonathan Gutman's integrated marketing communications class at the University of New Hampshire's Whittemore School of Business and Economics, has been chosen to research, design, execute and analyze a full-scale marketing campaign for "TIME" magazine.

Seventeen students have formed the classroom agency, which is participating in the "TIME" Magazine Internship, an educational partnership to provide college students with professional experience. UNH joins a list of five schools chosen by "TIME." The others include the University of Massachusetts-Amherst, Bridgewater State College, Northeastern University and San Diego State University. The winning campaign will be awarded a scholarship.

edVenture Partners, located in Boston, Mass., is facilitating this program through "TIME" magazine. More than 200 colleges and universities throughout the U.S. have worked with edVentures, which offers programs in partnership with companies such as Ameritech, Clairol, Coca-Cola, General Motors and Wells Fargo.

"When choosing participants for this program, we based our decision on schools that rate in the upper tiers of academia. We also focused on schools with large student populations located in the New England region, close to 'TIME' magazine headquarters in New York," says Sean Smith, edVenture Partners field associate. "Many courses provide students a chance to study real business problems, but few enable them to implement real strategies and solutions."

During the internship, students will, among other things, conduct market research, develop a comprehensive marketing proposal, conduct a public relations campaign and make a formal agency-style presentation to client executives. They will also be responsible for managing a \$2,500 budget.

The goal is to help "TIME" gain insight into the college market, increase brand awareness and increase the number of magazine subscriptions among college students. The company also wants students "to learn the value and importance of staying current" on world news and events through their magazine.

An added benefit to students participating in the internship is special employment consideration, upon graduation, with "TIME" magazine.

"I am excited about being able to offer this opportunity to my students, as it will allow them to meaningfully apply integrated marketing concepts," says Gutman. "Learning by doing is the best way to learn."

Utopia is divided into five agency departments: research, campaign development, public relations, reports and finance. Each department has individual responsibilities which will contribute to the success of the campaign. The first phase of the project involved developing surveys, which have been distributed to UNH students. Results are now being compiled and analyzed.

A proposed marketing plan will be presented to "TIME" magazine executives visiting UNH's Whittemore School on Monday, Oct. 25.

September 30, 1999

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