

Wednesday, February 6, 2008

Marketing group competes in Telethon Challenge

Oakland University's American Marketing Association will gain real-world experience and help animals by raising money for the Michigan Humane Society through the organization's annual telethon to air on WXYZ-TV Channel 7 on Feb. 14. The Collegiate Telethon Challenges puts OU up against students from local universities in an "Apprentice"-style collegiate campaign.

Student organizations from Eastern Michigan University, Grand Valley State University and Central Michigan University will compete against each other to raise \$5,000 each by Feb. 18.

This is the second year the OU's chapter of the American Marketing Association has competed in the telethon challenge.

The campaign actually began Jan. 7 when students from the participating universities began creating, developing and executing a variety of on-campus community events, public relations tactics and strategies, communications initiatives, and using media relationship to develop successful fundraising outcomes in their communities, all to help the animals of the Michigan Humane Society.

To support the American Marketing Association in their quest to become the MHS Collegiate Challenge Champion, call (248) 283-1000 Monday through Friday, 8 a.m. to 5 p.m. or visit the Marketing Association's **donation page** at the Michigan Humane Society Web site.

SUMMARY

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