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Marketing students promoting Pontiac School District

Oakland University's marketing students have developed marketing plans to help promote the Pontiac School District within the community.

Mukesh Bhargava, marketing professor at OU, and his students have created six marketing plans for the Pontiac School District in their Promotional Strategies class. Students presented their work to district officials who will review the ideas and use them in their marketing efforts.

"It was so much more exciting to work on a project that could actually end up as a real-life marketing plan," said Anna Matuszewska, marketing student involved in the exercise. "I hope there will be more projects like this one offered at OU."

The **Marketing Department** at Oakland University and the Pontiac School District are working on establishing a long-term relationship to benefit both institutions.

"We are exploring activities that we can do together, ranging from research and student internship opportunities, to class projects," said Bhargava.

Oakland University is a comprehensive state-supported institution of higher education located in Oakland County, Michigan. The university has 110 bachelor's degree programs and 63 graduate degree and certificate programs. Dedicated to preparing learners for the 21st-century workplace and society, Oakland University is organized into the **College of Arts and Sciences** and the Schools of **Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences, Nursing** and the **Honors College**.

SUMMARY

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