

Contact: Diana Gonzalez

FACULTY PRESENTATION AT THE UNIVERSITY OF NORTHERN IOWA:
“ADVERTISING CAMPAIGN DEVELOPMENT”

Action Requested: Receive the presentation.

Executive Summary: A new course in the Marketing Department at UNI empowers students of many disciplines to work on a real marketing challenge for a national brand to produce an integrated advertising campaign to solve that challenge.

Mr. Matthew Wilson is a Marketing instructor at UNI and teaches courses in the Advertising and Digital Media emphasis area. He is faculty advisor to the college chapter of the American Advertising Federation (AAF-UNI). He is also involved with the new Interactive Digital Studies program at UNI. Before coming to UNI, Mr. Wilson was a creative director with 15 years of professional experience in interactive advertising, experiential marketing, and interactive product development.