

Zimbrick Honda Partners with Monona Grove DECA



Laura Kreuger, billboard design winner,
Emma Raymond newspaper design winner

Students from Josh Fassl's Principles of Marketing course at Monona Grove High School visited with Kendall Dahmen, General Manager of Zimbrick Honda and Laura Schultz, Zimbrick Marketing Director, at Zimbrick Honda to learn about the company and their marketing objectives. Students were able to tour the facility and got a hands-on experience about Honda's product line and their marketing philosophy. Each student was asked to develop a newspaper ad and a billboard ad to be used in an upcoming promotional campaign as part of DECA.

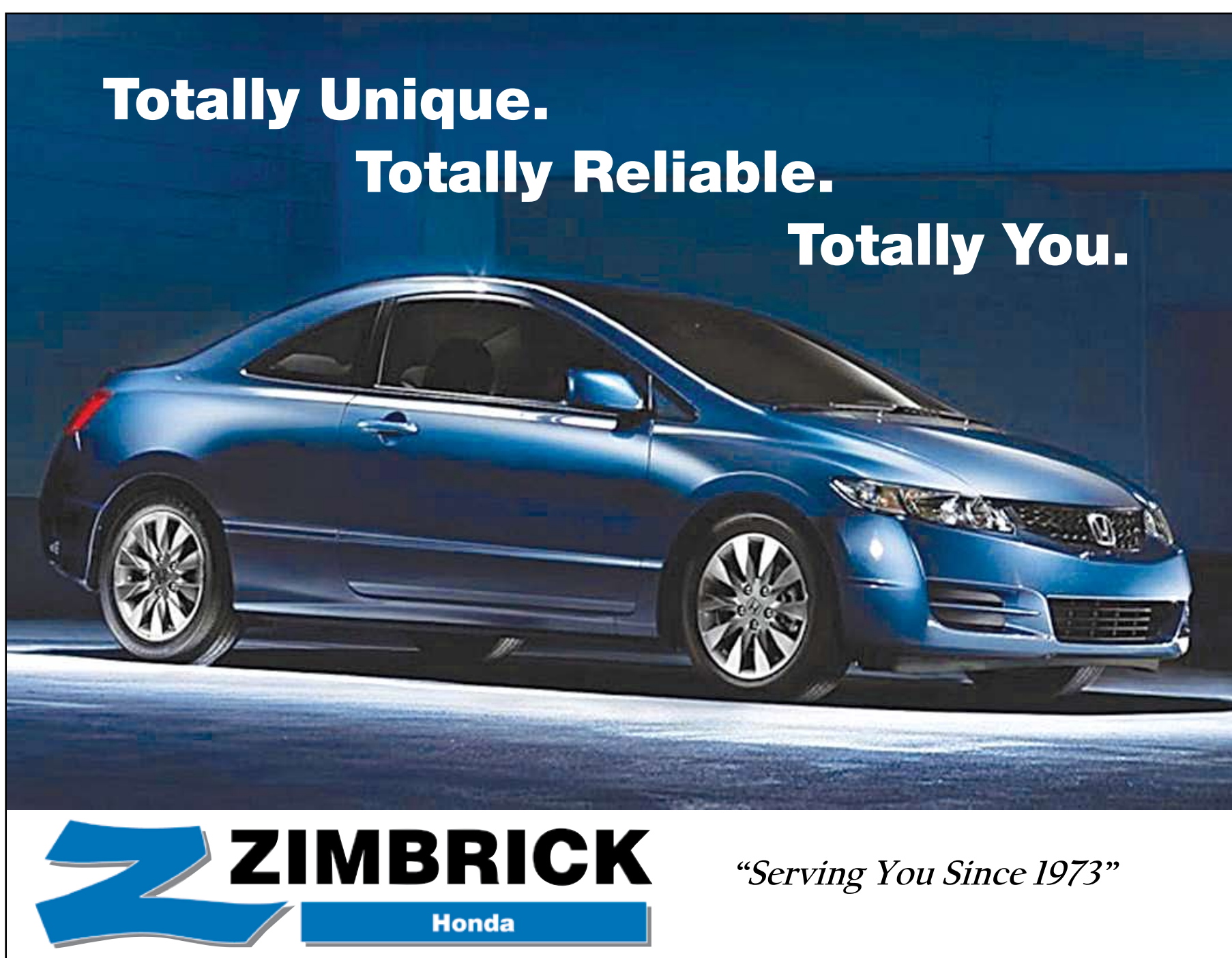
DECA is an association of marketing students. DECA helps develop leadership and business skills beyond what the classroom provides through fun activities such as competitions, trips, sales projects and social events.

Certificates of Achievement were presented to Emma Raymond for her theme "Totally You" in the winning newspaper ad and to Laura Kreuger for her theme "Get FIT for the Summer" in the winning billboard ad.

Congratulations on their achievements!



Winning billboard ad created Laura Kreuger.



Winning newspaper ad created by Emma Raymond