

MKTG 490: Promotion Project

Professor: Mariella Zavala, Ph.D.



COURSE (SPRING 2026)

In this course, students work as a team to create a promotional project for a real client and compete in the prestigious National Student Advertising Competition (NSAC). This project is a campaign based on a real world business challenge! This year's client: the NFL!



WHO CAN TAKE THIS COURSE?

This course is open to students of all majors and concentrations at GU.

WHAT REQUIREMENTS DOES THIS COURSE FULFILL?

This course could be used to fulfill one of the following:

- Students with a non-marketing concentration can take it for a broadening course.
- Students with marketing concentrations can take it for their marketing elective.
- Can be used to fulfill the International/Experiential designation requirement.
- Can be an elective for the promotion minor.

HOW TO APPLY

- Submit a copy of your resume, cover letter, and a 5-slide PowerPoint or Canva presentation to Mariella Zavala (zavala@gonzaga.edu) by **October 5, 2025**.
- In the letter, explain why you want to join the class, highlight your qualifications, and specify your primary and secondary project areas of interest.
- In the slides, you can show past examples of your work, provide portfolio links, and describe how you would contribute to the team. Feel free to add any videos of you elaborating on your qualifications or prior projects.
- Enrollment will be capped at 16 students, so make sure your application is solid!

PROJECT AREAS

- **Project Co-Lead**—Overall team leaders and liaisons with instructor. Two positions available.
- **Market Research**—Gathering and analyzing of data on the target audience and market trends.
- **Creative**—Focuses on the visual and creative aspects of the campaign.
- **Digital Marketing**—Manages all digital components, including social media.
- **Advertising & Public Relations**—Focuses the development and placement of advertising and manages media coverage and publicity.
- **Communications**—Oversees the layout and content of the marketing proposal and presentation.
- **Production**—Produces campaign materials such as video, mock-ups, etc.

**APPLICATIONS
DUE
10/05/2025!**



Questions?
Contact Mariella Zavala at
zavala@gonzaga.edu

- *"I loved seeing our work on display and getting feedback from top professionals in the field"*
 - *"this project pushed my limits & strengthened my creative strategy skills"*
 - *"one of the most rewarding experiences"*
- MKTG 490 Students

OUR STUDENTS AT THE COMPETITION

