

MARKETING

1. National Student Advertising Competition (NSAC Intercollegiate Competition)

The National Student Advertising Competition is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. Students develop a marketing plan and then pitch their work to advertising professionals at the district, semi-final and national levels.

- Over 206 professional certifications earned.
- Multiple community professional presentations
- American Advertising Federation Chooses Olivet student as “Most Promising Multi-Cultural Student Award Winner”
- Olivet student lands job with world renowned ad agency – Leo Burnett Agency