

2016 VOYC University Partnership Competition



Background

The VOYC University Partnership program provides an experiential learning opportunity for marketing students to address a “real” business challenge throughout the semester. In return, The Principal receives the millennial consumer perspective related to our business. Students work on this challenge throughout the Spring semester, either as part of a formal marketing class or an independent study. A team from each class is invited to present at the corporate campus of Principal in a semi-finalist competition. Then the top three teams will present to a panel of Principal leaders. 2016 participants include Drake University, Graceland University, Grand View University, Iowa State University, University of Northern Iowa, and University of Iowa.

Business Challenge

This semester’s business challenge asked students to develop a marketing strategy that parents can share to influence their child’s financial health. The product, a “financial starter kit”, would be sold through an advisor and would be geared toward young Millennials. It would include a Roth IRA, a Term Life Insurance policy and an Individual Disability Insurance policy. Students were asked to focus on a specific marketing message(s) that would emotionally connect Millennials with the Principal brand. The secondary focus was on the communication vehicles used to convey this message. During the presentations, students will have 15 minutes to present and 10 min of Q&A.

Schedule

events for Thursday, April 21st.

Below is a schedule of

	Drake	Graceland	U of I	ISU	Grand View	UNI
9:15 – 10:00	Tour of Principal Corporate Campus and walk to VOYA Building					
10:00 – 10:45	Semi-Finalist Room 330	Marketing Panel Room 430	Marketing Panel Room 430	Semi-Finalist Room 400	Marketing Panel Room 430	Marketing Panel Room 430
10:45 – 11:30	Marketing Panel Room 430	Semi-Finalist Room 330	Recruiting Room 360	Marketing Panel Room 430	Semi-Finalist Room 400	Recruiting Room 360
11:30 – 12:15	Recruiting Room 360	Recruiting Room 360	Semi-Finalist Room 330	Recruiting Room 360	Recruiting Room 360	Semi-Finalist Room 400
12:15 – 1:00	Lunch and Semi-Finalist Results, Room 430					
1:00 – 2:45	Finalist Presentations, Room 430					
2:45 – 3:00	Break and Judge’s Deliberation, Room 400					
3:00 – 3:30	Awards Ceremony, Room 430					