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Speed Dating...Marketing Style

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For local business leaders, University of Dayton senior marketing students are taking the guess work out of Brandweek magazine's 10 new marketing ideas for 2008.

"In 75 minutes, business leaders will hear about 10 hot, new marketing techniques that may not be familiar to them," said Irene Dickey, UD marketing lecturer. "These are techniques that are just coming to light. Everyone is wondering how they can apply this to their company. They may not be able to use all of these ideas, but this session will give them information on how to use them."

About 30 local business leaders will get the speed marketing session Dickey's marketing class from 3 to 4:15 p.m. on Tuesday, Oct. 7, Miriam Hall 101. "The class researched Brandweek's ideas and then gave class presentations. I felt they were so good and relevant that they should present them."

Some of techniques include dark marketing, petro marketing and text marketing. Dark marketing involves keeping the consumer guessing about the brand until the end of the ad. Petro marketing is the proliferation of companies offering shoppers discounted or free gas. Text marketing uses social networking tools like text messaging and Web sites like Facebook.

Dickey knows a good presentation when she sees one. She has co-written "A Continuing Assessment of the Practices of and Attitudes Towards Online Marketing Tactics to Achieve Marketing Objectives," "Implications for Applying Branding to Online Strategies," "The Use of Sound in Marketing Applications: Exploring Potential Applications to Online Marketing," and "The Evolution of Internet Weblogs: History, Current Trends, and Projections of Usage in Marketing Strategy."

National media also have sought her insight on marketing issues, including *Time*, The Associated Press, *Entrepreneur*, *The Dallas Morning News*, *Seattle Post-Intelligencer* and *The Arizona Republic*.

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