

## Philip Morris Offers Students Practical Marketing Experience

Do you need practical marketing experience? Enter the Philip Morris Marketing Communications Competition. For the 16th year, Philip Morris invites students to research any of its non-tobacco products/operations and submit a marketing/communications proposal that could succeed in today's competitive business world.

To enter, students currently enrolled in accredited colleges or junior colleges should prepare projects under the supervision of a faculty member or a recognized campus professional society. Committee size should be three or more at the undergraduate level and two or more at the graduate level. Student ideas must relate to the non-tobacco products or operations of Philip Morris, which include The Seven-Up Company, Miller Brewing Company, Philip Morris Industrial, Oregon Freeze Dry Foods, Inc., Lindeman Wines, and Mission Viejo Realty Group Inc.

Winning teams in both the graduate and undergraduate categories will receive first place awards of \$2,000, second place awards of \$1,000, and third place awards of \$500. Representatives from the winning teams will be invited, with their faculty advisors, to be our guests at Philip Morris World Headquarters in New York City, where they will present their projects to the judges and Philip Morris executives.

"Your annual competition provides students with an unmatched opportunity to explore real-world marketing/advertising problems, to offer options, and then to present those options to real-world corporate officers," wrote Professor James Swartz of Southern Methodist University, the second place undergraduate team in 1984.

Projects might focus on marketing, advertising, public relations, government relations, urban affairs, economics, etc. For example, student teams may wish to develop a new advertising campaign for Lowenbrau beer, reposition Diet 7UP in the marketplace, design a new import-export plan for Lindeman Wines, prepare a corporate image program for Philip Morris, arrange a series of public relations community events for Mission Viejo, market a new product within the product lines of present Philip Morris companies, or focus on a related issue of interest of the team.

Participation in the competition offers students valuable business experience while they are still in school. The written proposals, layouts, storyboards, videotapes or cassettes that they produce will be excellent portfolio entries and will illustrate their talents and motivation to prospective employers.

"This project had much to do with my success in finding a job in these impossible times. With it, I could show agencies that I was truly interested in advertising and marketing to put in the time and energy for such a project," wrote Debra Weekley, member of the University of Missouri team, the first place undergraduate team in 1982.

Entries, due on January 11, 1985 are judged by a distinguished panel of communications experts: Louis T. Hagopian, Chairman of NW Ayer ABH International; Mary Wells Lawrence, Chairman of Wells, Rich, Greene; William Ruder, President of William Ruder Incorporated; John T. Landry, Senior Vice-President and Director of Marketing of Philip Morris Incorporated; and John A. Murphy, President of Philip Morris Incorporated.

Students interested in entering the 16th Annual Philip Morris Marketing/Communications Competition should write to the Competition Coordinator: Deirdre Waitt, Philip Morris Incorporated, 120 Park Avenue, New York, New York, 10017 or call 212-880-4121.

Philip Morris Incorporated includes Philip Morris U.S.A. whose major brands are Marlboro--the number one selling cigarette in the U.S.A. and the world -- Benson & Hedges 100's, Merits, Virginia Slims, Parliament Lights, and Players; Philip Morris International, which manufactures and markets a variety of cigarette brands through affiliates, licensees, and export sales organizations, and manages Seven-Up International's operations; Miller Brewing Company, brewer of Miller High Life, Lite, Lowenbrau, Meister Brau, Magnum, and Milwaukee's Best; The Seven-Up Company, producer of 7UP, Diet 7UP, LIKE Cola, and Sugar Free LIKE cola in the United States, Canada, and Puerto Rico; Philip Morris Industrial, which makes tissues, specialty papers, and packaging materials; and Mission Viejo Realty Group Inc., a community development company in Southern California and Colorado.



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Letters to the editors are welcomed. Address to: Editors, Cougar Cry, W.C.C., Wilkesboro, NC 28697. Copy deadline 20th of the month.

## Time For Woman President Candidates Available

"Madame President" are two words that have never been spoken in the White House, but while this country has not had a women President, there have been two women who have been serious candidates for that office.

A century ago - May 19, 1872 - the first woman in history was nominated for the presidency of the United States. Her name was Victoria Claflin Woodhull.

At that time, the law prohibited her from voting in the 1872 election when she was the candidate of the National Radical Reformers, a splinter group of the National Woman Suffrage Association. Her running mate was Frederick Douglass, the distinguished black orator and anti-slavery leader.

Mrs. Woodhull and Mr. Douglass received no electoral votes and only scattered popular votes. Republican Ulysses S. Grant won a second term as President.

The only other woman to run for President was Mrs. Belva Lockwood. She was nominated by the Equal Rights Party in 1884 and again in 1888. A lawyer, she successfully rallied support for a Congressional act permitting women to practice before the U.S. Supreme Court.

In 1920, 48 years after Mrs. Woodhull's nomination as the first woman presidential candidate, the 19th amendment, giving women the right to vote, was passed by the states.

### The Programmer's Psalm

My programming instructor is my shepherd;  
I shall not want.  
She maketh me to rip out my hair in frustration;  
She leadeth me into total confusion.  
She restoreth my statements;  
She leadeth me in the paths of BASIC for her salary's sake.

Yea, though I walk through the valley of the shadow of  
Graphics and For Next Loops, I will fear no error  
for She art with me; Her traces and machine language they  
puzzle me.

Thou preparest my assignments so it takes an APPLE II PLUS  
48 K to understandeth them.  
Thou anointest my head with a baseball bat.  
My programs runneth not.

Surely puzzlement and confusion will follow me all the days  
of my programming;  
And I will dwell in the house of BASIC forever. Amen.

Written by Randy Cook with apologies to King David and God.  
Taken from *The Computing Teacher* magazine.

Modifications by Nancy Todd



"It's about teenagers and parents!"

NO NEWS IS GOOD  
NEWS IS BAD NEWS  
FOR THE NEWSPAPER  
BUSINESS.  
IS STILL BAD NEWS.

TO:

## "Students Urged To Apply for New Scholarships"

The Scholarship Bank has announced ten new scholarship programs that are currently accepting applications from college students. Funds are now available in the following fields:

**College Teaching:** The Danforth Foundation offers up to \$3,500 per year to students interested in teaching as a profession. Twenty five percent of the 3,000 annual awards go to minorities.

**Exceptional Student Fellowships:** Awarded by a major life insurance company to students in business, law, computer programming, accounting and related fields. These awards require summer interning.

**Anthropology, biology, conservation, marine science, sociology:** Field Research project grants from \$300 to \$600 per applicant.

**Poynter Fund:** Annual scholarships to \$2,000 for students in journalism, broadcasting and related fields.

**Center for Political Studies:** Internships in political science, journalism, law, public relations, business, history and education.

**White House Fellowships:** Highly competitive graduate level fellowships to work as an intern at the White House. 14-20 openings per year.

Students interested in getting a personalized print-out of financial aid sources should send a stamped self addressed envelope to Scholarship Bank, 10100 Santa Monica #2600, Los Angeles, CA. 90067. There is a modest charge.

Line for editors/reports only: (213) 553-6220.

## 100% American or What?

"I'm a 100 percent American," he boasted.

"You're 100 percent foreign," joked his sister. "Not even our names are truly American."

"You're off your rocker," he said.

"Well, consider this: Our first and last names were imported from Europe. That goes for most of our language, our religion, our style of dress, our food and on and on. Even our country was named after an Italian."

"So who's 100 percent American?"

"The Indians who were here long before us."

"Okay, so I'm a 100 percent American citizen."

"I'd say you're about 10 percent worth."

"How come?"

"We both know you didn't bother to vote!"

"Oh . . ."



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