

IMC EXECUTIVE LECTURE SERIES

**STEVEN CENTER, VICE PRESIDENT, MARKETING
AMERICAN HONDA**

**Strategic Applications of IMC
in the Auto Industry
Today and Going Forward**

Friday, June 19, 2009

11:30 am - 1:00 pm

SDSU Gateway Annex 210

In this current worldwide recessionary period, perhaps no one has been more negatively impacted than the auto industry. As companies struggle to survive, the traditional marketing practices of the past are giving way to significant budget cuts, restructuring and new communication strategies. One of the more successful companies in this economic downturn has been Honda, and one of the reasons has been Honda's adoption of integrated marketing communications (IMC). As VP of Marketing for American Honda and Acura, Steven Center will talk about the changes Honda has made, and how IMC has been instrumental in helping the company weather the storm.



Steven is currently the Vice President of Marketing for American Honda where he is responsible for overseeing all advertising and promotional programs. Prior to holding this position he was the Vice President of the Acura Division of American Honda, a position he held from 2005 to 2008. Steven's career also includes positions as Manager of Sales Planning for Mazda and Manager of Distribution and Planning for the Amati Division of Mazda Motor America, Inc. Prior to working with Mazda, Steven worked with American Motors Corporation in a variety of managerial roles. He has a B.S. in Economics from the State University of New York at Albany and an MBA from the University of Southern California—both degrees with honors.

Register by 6/12/09: email: srice@mail.sdsu.edu or call (619) 594-5317
(no charge to attend)