**Project Winners -- ADV 318J, Murphy -- 1988-2014**

Each semester in the introductory advertising class, I assigned typically three projects that students had to complete individually against a hard deadline. These projects were each worth 10% of their grade in the course and were graded by the Teaching Assistants (TAs). Often I would ask a professional to evaluate and pick the winner from a small set of best projects identified by the TAs. The reward for having your paper selected as the “best project” was a full-buffet lunch at the UT Faculty Club with the TAs and me. Having your project selected as the most outstanding in the long terms fall and spring when class size was 400+ was a significant honor and winners were encouraged to list this on their resumes. Many of the 146 students listed below went on to be stars in our program and in their professional careers.

Note that my records have been lost for the eleven years from 1978-1988. If you are one of these earlier project winners, please contact me and we will add you to your rightful place on the list. jhm

\* Indicates a photograph of the winner, their project, TA and jhm is included in “ADV 318J Project Winners Album.” Note that 72 photographs are included in the album were taken using an iPhone, then in the early days, using a Polaroid camera.

**Date Student Winner Brand/Category TA**

03.04.14 Kamil new brand energy bar

10.15.13 Dionna Arimes benefit mind map Allison Lazard

04.01.13 Shelby Cole ad critique ???

Fall 2012 jhm did not teach ADV 318J

04.02.12 Emma Chase Google ad critique Daniel Miller

11.01.11 Ali Afshar Bose ad critique Julie Sondecker

04.18.11 Kirby Squires\* Norway ad critique Josh Glick

03.21.11 Kenzie Thompson\* Whataburger mind map Melissa Martin

02.07.11 Jessica Bearden\* new brand of yogurt Erin Cutchen

11.16.10 Genevieve Vasquez\* Ford Fiesta ad critique Vera Mirkina

10.19.10 Michelle Elyse Humphrey\* Target mind map Erin Cutchen

09.14.10 Abby Mitcham\* new brand body wash Melissa Martin

04.19.10 Jana Steele\* Norwegian Cruise Line Vera Mirkina

03.29.10 Tra Nguyen\* Odille mind map Sarah Bovagnet

02.08.10 Michelle Lim\* new brand potato chips Vera Mirkina

11.17.09 Sylvana Loc\* RoC ad critique Jason Sears

10.20.09 Rachel Cook\* Nordstrom mind map Vera Mirkina

09.15.09 Azhar Zhanazarova\* new brand body wash Meghan Bazaman

Sp. 2009 Kevin Ward\* Chevron ad critique Jason Raymond

03.25.09 Erin Cutchen\* Schwan’s mind map Meghan Bazaman

02.05.09 Madeline Shaw\* new brand RTE cereal Meghan Bazaman

10.21.08 David Talley\* Taco Bell mind map Jason Raymond

09.16.08 Rochelle Prins\* new brand fragrance Meghan Bazaman

Sp. 2008 Lauren Johnson\* British Air ad critique Sarah Douglas

03.19.08 Elaine Hirsch\* Kelly Clarkson mind map Jared Boucher

02.04.08 Catherine Brown\* new brand laundry deter. Sarah Douglas

Fall 2007 Catie Bialick\* BP ad critique Laura Correnti

10.21.07 Caitlin Shook\* cell phone mind map Sonny Rosenthal

09.13.07 Jacqueline Cruz\* new brand name cookies Lauren Rocha

03.22.07 Grace Kao Starbucks mind map Sarah Reid

02.04.07 Nicolas Garza\* new brand energy drink Sonny Rosenthal

Sp. 2007 Casey Slater Stacey’s chips ad critique Laura Correnti

10.15.06 Lacy Shawn\* Gatorade mind map Sonny Rosenthal

Fall 2006 Meghan Bazaman Sharp ad critique ????

09.19.06 Elissa Wev\* new brand RTE cereal Sonny Rosenthal

04.13.06 Breezy Statum Betty Crocker ad critique Chryssa Rich

03.23.06 Annie Winsett\* Southwest Air mind map Alex Ratzel

02.07.06 Sara Burton\* new brand shampoo Rebekah Lockner

Fall 2005 Liz Burkhart\* Sun Maid ad critique Chryssa Rich

10.27.05 Neha Vasani Chipotle mind map Alex Ratzel

09.22.05 Amanda Thomas\* new brand child cereal Rebekah Lockner

??? Stephen Michael Saenz Ping ad critique ???

Sp. 2005 jhm taught at American University and did not teach ADV 318J

Fall 2004 jhm taught at George Washington University and did not teach ADV 318J

Sp. 2004 jhm taught at George Washington University and did not teach ADV 318J

09.13.03 Matt Hall new brand laundry deter. Dan Mayfield

04.06.03 Rena L. Garcia Nike creative strategy Dan Mayfield

04.06.03 Martin Grogano Ocean Spray creative strat. ???

01.28.03 Monica Guerra new brand healthy cereal Melissa Russell

11.18.02 Christina Linehan Ping creative strategy Tiffany Cornwell

09.17.02 Page Schneider\* new brand energy drink Dan Mayfield

07.05.02 Martin J. Grogano creative strategy Ocean Spray ???

06.12.02 Chris Nguyen\* new brand shampoo Melissa Russell

04.09.02 Colin Gaul\* La-z-boy creative strategy Suzanne Baldwin

01.29.02 Lauren Thompson\* new brand energy bar Lucy Zarlengo

??? Katherine Porter Hormel ad critique Dan Mayfield

??? Kevin Terrill\* Cross ad critique Lucy Zarlengo

??? Michelle Kobelan\* La-z-boy ad critique Melissa Overby

??? Rebecca Wetherby\* Kraft ad critique Melissa Russell

11.18.01 Aaron Finley\* Wenger creative strategy Suzanne Baldwin 09.18.01 Laura Naumann\* new brand potato chips Suzanne Baldwin

??? Kristin Freshwater\* Aveda ad critique Rachel Strain

06.06.01 Lee Lindloff Am. Dairy Assc. creative st. Suzanne Baldwin

Sum. 2001 Mary Bethany McClanahan Pantene ad critique Suzanne Baldwin

04.10.01 Danielle Thornton\* Aveda creative strategy Suzanne Baldwin

01.30.01 Julia Cringle\* new brand healthy cookie Amy Becker

11.14.00 Leora Gardner\* Lancome creative strategy Amy Becker

09.12.00 Jimmy Luu\* new brand deodorant Suzanne Baldwin

??? Alexander Chen\* Lancome ad critique Suzanne Baldwin

??? Erik Holt\* Tums ad critique Kristen Earnhart

07.03.00 Andrew Campbell\* Willow Lake creative strategy Wendy Macias

06.26.00 Dana Chi\* Purina ONE ad critique Wendy Macias

06.14.00 Emily Alexander-Wilmeth\* new brand RTE cereal Wendy Macias

04.11.00 Suzanne Baldwin\* Fit & Trim creative strategy Cameron Maddux

02.01.00 William (Monty) Exter\* new promo event NYTimes Kristen Earnhart

09.09.99 Doug Houstoun\* new brand BBQ sauce Cameron Maddux

11.02.99 Bonnibel S. Fonbuena\* creative strategy Philips Cameron Maddux

??? Paul Mata\* Land Rover ad critique Kristen Earnhart

07.01.99 Katy Reinhart creative strategy Norwegian C.L. Wendy Martin

06.10.99 Silver Cuellar\* new brand spring water Wendy Martin

04.13.99 Kelly Colchin\* creative strategy Toyota L.C. Wendy Martin

02.02.99 Jenna Popiel\* new brand perfume Wendy Martin

??? Allison Dunn\* creative strategy Toyota L.C. Tara Clark

11.05.98 Lindsey Watson\* creative strategy NEC monitors Wendy Martin

09.08.98 Michael Chad Smith\* new brand shampoo Wendy Martin

??? Haylie Halpin\* NEC monitors ad critique Tara Clark

04.14.98 Charles Branch\* creative strategy Revo Liza Stavchansky

02.03.98 Lauren Frank\* new brand energy bar Cat Lund

??? Erica Greenhouse\* Music Now ad critique Liza Stavchansky

??? Hyojin Kim\* Saturn ad critique Cat Lund

11.03.97 Kristina Mikulencak\* creative strategy New Balance Susan Keiser

11.05.97 Jeremy Lamin creative strategy Dodge Avenger Peter Noble

09.09.97 Peter Debruge\* new brand kid’s RTE cereal Susan Keiser

04.14.97 Jimmy Stones\* creative strategy CeaseFire Katherine Griswold

Sp. 1997 Blair Wood Visa ad critique ???

01.28.97 Vi Luong\* new brand of cat food Lisa Thompson

11.14.96 Heather Horswell\* creative strategy Citibank Katherine Griswold

Fall 1996 p. 2 Anna McManus\* Citibank ad critique Katherine Griswold

09.08.96 Matthew Weston\* new brand healthy cereal Liza Stavchansky

Sp. 1996 p. 2 Griffin M. Creech Reebok ad critique Lisa Thompson

07.02.96 Jill McCuller creative strategy Nike Lisa Thompson

Summer 96 Allyson Solymosy Nike ad critique Lisa Thompson

07.11.96 Nancy Wang new brand kid’s RTE cereal Lisa Thompson

04.09.96 Joel Davis creative strategy Levi’s Sonya Forster

01.30.96 Sarah Howard new brand shampoo Sonya Forster

11.14.95 Steve Lybrand creative strategy Int. Coffee Esra Sertoglu

Fall 1995 p. 2 Melissa Hogan Int. Coffee ad critique ???

Fall 1995 p. 1 Jerry Delgado, Jr. new brand ??? ???

Sp. 1995 p. 3 Nuraisyah Muhani ??? creative strategy ???

Sp. 1995 p. 2 Bonnie Klar

Sp. 1995 p. 1 Christopher Lyon

Fall 1994 p. 3 Michael Timoskerich

Fall 1994 p. 2 Naomi Denney

Fall 1994 p. 1 Margaret Soloman

Sp. 1994 p. 3 Richard B. Foote

Sp. 1994 p. 2 Gary E. Miller

Sp. 1994 p. 1 Tricia Collom

Fall 1993 p. 3 Joyce Chen

Fall 1993 p. 2 Mary E. Garman

Fall 1993 p. 1 Travis Higdon

Sp. 1993 p. 3 Stephen Crutchfield

Sp. 1993 p. 2 Carley Price

Sp. 1993 p. 1 Emily Barrera

Fall 1992 p. 3 Lisa A. Garza

Fall 1992 p. 2 Katina Johnson

Fall 1992 p. 1 Lisa Miller

Sp. 1992 p. 3 Courtney Hager

Sp. 1992 p. 2 Gary Cohn

Sp. 1992 p. 1 Holly Huebner

Fall 1991 p. 3 Chris Foster

Fall 1991 p. 2 Michael MacDougall

Fall 1991 p. 1 Gina Garcia

Sp. 1991 p. 3 Wendy Rodriguez

Sp. 1991 p. 2 Carol Kabril

Sp. 1991 p. 1 Ashley Smith

Fall 1990 p. 3 Greg Fernandez

Fall 1990 p. 2 Allison Mooney

Fall 1990 p. 1 Malcolm Graham

Sp. 1990 p. 3 Melton Walter

Sp. 1990 p. 2 Robert J. Nemir, Jr.

Sp. 1990 p. 1 Polly Ann Proctor

Fall 1989 p. 3 Rob Aitchison

Fall 1989 p. 2 Charles Squire

Fall 1989 p. 1 Kerri Ann Allen

Sp. 1989 p. 3 Joan Scherer

Sp. 1989 p. 2 Jennifer L. Frey

Sp. 1989 p. 1 Eric Houseknecht

Fall 1988 p. 3 Al Lauflauter + twin brother, Dian Greenwall

Fall 1988 p. 2 Susan James

Fall 1988 p. 1 Mark McKenzie

Sp. 1987 jhm taught at Santa Clara University and did not teach ADV 318J

Fall 1985 p. 1 Pam Calvert

Earlier project winners 1978-1988 are lost in the sands of time. If you are one of these earlier project winners, please contact jhm and we will add you to your rightful place on the list.