

## **Information about and Application Form for MK498B: Advertising Practicum**

### Course Details/ Description:

The Advertising Practicum course is designed to provide students with hands-on marketing experience. You will be part of a marketing promotions agency and will work on the advertising and/or promotions strategy for a specific client that will be announced at the start of the semester. You will research, design, present, and execute a custom-made solution for the client. This can include an advertising campaign, on-campus promotional event, public relations campaign, direct marketing campaign, an interactive web-based campaign etc. Additional information will be provided at the start of the semester. In past semesters, we have competed in national competitions, working with clients such as the US State Department and the Anti-Defamation League (ADL), and have also worked with local clients, such as Holyoke Works (a non-profit in Holyoke, MA); see [http://people.umass.edu/emiller1/adproj\\_main.html](http://people.umass.edu/emiller1/adproj_main.html) for examples of the work created.

Please note that because of the short time line for project deliverables, students will be expected to conduct significant work outside of class. Much of your work will be done independently or with other team members. The nature of this work (e.g., tabling, chalking, creating print materials, writing press releases, photo shoots, research, data analysis) will depend on the specific project objectives. Do not take this class if you are not willing or able to make a substantial time commitment to do the work. In exchange for this time commitment, you will receive a unique marketing experience that you can use in future jobs and when talking with recruiters (as well as course credit that will count towards the marketing major).

To apply for the course:

1. Complete the attached application form.
2. Include a cover letter / brief essay (1-2 pages) on why you should be “hired” for a position on this team. (Our goal is to assemble a team with varied skills and backgrounds that will be able to work together in a challenging environment. Describe any special skills or background that you can bring to the team and why you think you would be a good candidate for the departments you prefer.)
3. Return these materials to Professor Miller by email ([emiller@isenberg.umass.edu](mailto:emiller@isenberg.umass.edu)).

Application deadline varies by semester, but is usually in the beginning of December. However, applications will be accepted until the first day of classes or all positions are filled, whichever comes first. The class is limited to 25 students. Participants will receive 3 credits for the course, and must have taken MK301 (Fundamentals of Marketing). Preference will be given to students who have taken at least one of these additional courses: MK422 (Advertising & Promotions), MK491F (Social Media) or MK412 (Marketing Research) or are taking them concurrently.

If you are *enthusiastic*, willing and able to *invest your time both inside and outside of class*, and want a *unique, hands on marketing experience*, send in your application. Contact Professor Miller ([emiller@isenberg.umass.edu](mailto:emiller@isenberg.umass.edu)) with any questions.

**Application Form for MK498B: Advertising Practicum**

Semester: Spring \_\_\_\_\_

Name \_\_\_\_\_

Spire#: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Major: \_\_\_\_\_ Expected Graduation (month/year)\_\_\_\_\_

Marketing courses you have taken:

---

---

---

---

GPA: \_\_\_\_\_

With this application, please attach:

- A brief essay (1-2 pages) answering why you should be “hired” for a position on this team. Describe any special skills or background that you can bring to the team and why you think you would be a good candidate for the departments you prefer.
- A copy of your CV

Depending on class size, students may be organized into teams. How interested are you in being a team leader? (circle one)

Extremely Interested      Somewhat Interested      Might be Interested      Not Interested

What areas interest you most? (place a 1 next to your top choice, 2 next to your second choice, etc. If you are not interested in an area, leave it blank)

- \_\_\_\_\_ Research
- \_\_\_\_\_ Public Relations
- \_\_\_\_\_ Creative
- \_\_\_\_\_ Event Planning
- \_\_\_\_\_ Budget
- \_\_\_\_\_ Operations (in charge of timeline, scheduling, keeping people on track)
- \_\_\_\_\_ Technology (website or app development)
- \_\_\_\_\_ Presentation Preparation
- \_\_\_\_\_ Other (please specify: \_\_\_\_\_ )