Information about and Application Form for
MK498B: Advertising Practicum
Fall 2015

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. Past clients have included Credit Karma (as part of a national case competition) and Holyoke Works (a non-profit in Holyoke, MA); see 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.
   - Include your top 3 departmental preferences and the skills inventory.
   - Include a 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.)
2. Return these materials to Professor Miller (Isenberg B218) by email (emiller@isenberg.umass.edu) or drop in her Isenberg mail box (2nd floor of Isenberg).

Applications received by May 1 will receive priority. However, applications will be accepted until the end of the add/drop period 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 MK422 (Advertising & Promotions) and 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) with any questions.

Application Form for MK498B: Advertising Practicum
Fall 2015

Name ____________________________________________________________

Contact Information:

Address: _______________________________________________________

Email: ________________________________________________________

Phone: ________________________________________________________

Major: ______________________ Expected Graduation (month/year) ______

Marketing courses you have taken:

________________________________________________________________

________________________________________________________________

GPA: __________

Please provide the following information about yourself:

What activities have you been involved in at UMass (note any leadership roles you filled, if any)? _____________________________________________________________

________________________________________________________________

________________________________________________________________

This is a very team-oriented experience. List five adjectives that you think members of any previous team or organization you have been a part of would use to describe you.

________________________________________________________________

________________________________________________________________

Briefly summarize any advertising, promotions, or marketing experience you have (note: previous experience is not a prerequisite for participation). _______________
Briefly describe internships or past work experience you have had.

With this application, please attach:

1. Skills inventory and department preferences (see pages 3-5)
2. 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.
Skills Inventory and Department Descriptions
MK498B: Advertising Practicum

Students will be organized into a number of different departments. These departments' responsibilities include:

- **Coordinators**
  - One or two people will keep an eye on how everything is going in each of the departments. They will be in contact with the client or intermediary (e.g., EdVenture Partners Associates) throughout the semester. This position is very important – the glue of the agency.

- **Research Department**
  - Responsibility for formulating questionnaire, gathering data (along with members of the class), and tabulating and analyzing the results. This includes preliminary and post-event research.

- **Public Relations**
  - Write press releases for campus and local newspapers, follow-up with media, write all thank-you’s, solicit prizes for promotion, consider charitable tie-ins.

- **Media**
  - Determine advertising and promotions plan, purchase media space when necessary, negotiate for media time

- **Creative**
  - Generate themes and promotional ideas (along with all other members of the class) and design all advertising and promotional materials

- **Event Planning**
  - Responsible for all aspects of planning the campus event including making event preparation, ordering event-related items, setting up the event, running the event and cleaning up. As the event approaches, all members of the class will be involved in this function.

- **Budget**
  - One person is ultimately responsible for the budgeting function. The rest of the group will collect all receipts and keep track of expenses.

- **Published Reports Dept.**
  - Responsible for organizing, inputting, editing, and publishing the materials prepared for the client. Note: Each department will be responsible for writing their sections of the marketing proposal and final report.

- **Presentation Team**
  - This team will be made up of one individual from each department. They are responsible for making presentations to the client including a PowerPoint presentation and all visual displays.

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Leaders for each department, as well as the 1-2 overall class coordinators, are needed. These students will gain additional experience leading a team and managing other people (important job skills). Given the additional responsibility entailed by these positions, final grades may depend on how well things go under your command.

How interested are you in being a department leader? (Circle one)

Extremely Interested Somewhat Interested Might be Interested Not Interested

What are your top 3 Departmental Preferences?

First Choice: ____________________________

Second Choice: ____________________________

Third Choice: ____________________________

No Way: ____________________________

The following information will help me match up your strengths with the needs of the agency and allow us to achieve balance in terms of the essential program elements. Please assess your ability in the following areas by checking the phrase that best indicates your skill level.

Primary Research (surveys and interviewing)

___ no ability ___ below average ___ average ___ above average ___ very good

Secondary Research (of the market and competition)

___ no ability ___ below average ___ average ___ above average ___ very good

Writing/Editing ability

___ no ability ___ below average ___ average ___ above average ___ very good

Web Design

___ no ability ___ below average ___ average ___ above average ___ very good

Computer Graphics

___ no ability ___ below average ___ average ___ above average ___ very good

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<th>Average</th>
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<td>Group Leadership</td>
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