



College of Communication and Information

Job Description

Division / Department: School of Communication Studies
Location: Office of the Director, 135 Taylor Hall
Job Title: Public Relations and Marketing Practicum
Reports to: Kelly Schobinger / Margaret Garmon

Level / Grade	Type of Position	Hours 10 / week
Senior	<input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input checked="" type="checkbox"/> Intern/ Practicum	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt

Basic Function
To assist and provide public relations and marketing support for the School of Communication Studies

General Description
<ul style="list-style-type: none"> • Design and produce marketing materials (e.g., brochures, flyers, website, bulletin board displays, newsletters, mailings, logos, and banners) • Prepare and design placement of Website content for school • Write website content; develop and manage social media networks • Prepare mailings; coordinate distribution of promotional materials to targeted audiences • Assist in the development of strategic marketing plan • Write press releases and articles • Assist with planning and marketing of promotional events • Research target audiences and assist with compilation of databases • Attend workshops for Common Spot training to assist with school website

Experience and Job Requirements
<ul style="list-style-type: none"> • Have completed 75% of the major (i.e. either have completed or be enrolled in COMM 35864 Organizational Communication, JMC 20005 Fundamentals of Media Messages, and VCD 37000 Visual Design for Media) • Enroll in three (3) hours of Practicum which requires the student to work 10 hours per week for 15 weeks for a total of 150 contact hours • Practicum students will prepare a portfolio to be submitted to Practicum instructor for a grade. Instructions and details for Portfolio requirements to be obtained from Practicum instructor. • Internship students will submit an experiential paper, log, and journal to Internship instructor.

Reviewed by	Title
Approved by	Title
Date Posted	
Date Hired	