**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

<table>
<thead>
<tr>
<th>Level / Grade</th>
<th>Type of Position</th>
<th>Hours 10 / week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior</td>
<td>Full-time</td>
<td>Exempt</td>
</tr>
<tr>
<td></td>
<td>Part-time</td>
<td>Nonexempt</td>
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<tr>
<td></td>
<td>Interim/ Practicum</td>
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**Basic Function**

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

**General Description**

- 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**

- 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.

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**Reviewed by**  
**Title**

**Approved by**  
**Title**

**Date Posted**

**Date Hired**