

# Marketing Practicum Information

Each year, Western Continuing Studies invites Marketing professionals to host post-degree diploma students for the practicum component of the Diploma in Marketing

## Program Overview:

The Diploma in Marketing is a post-degree program that includes 10 diploma-credit courses (listed on Page 2) plus a student practicum for which the student receives academic credit. Students are eligible to apply to the Diploma in Marketing only *after* successful completion of an undergraduate degree from an accredited university.

## Practicum Timing:

The practicum is the final term of the Diploma in Marketing. Students must complete 560 hours at their practicum site between **May 2, 2022 and August 19, 2022** (exact end date may vary slightly). During this period, students are expected to be on site or working remotely on a full-time basis (i.e. 35 hours per week).

The key dates for our 2021-2022 practicum process are:

January 25	Deadline for sites to submit a posting
February 10	Sites receive all student applications in one electronic package
February 14 - March 4	Interview period
May 2 - August 19	Practicum period

Please note that we cannot guarantee a student for each site that submits a posting in a given year. Likewise, consideration of students' resumes in no way obligates a site to select a student.

## Practicum Activities:

There is not a prescribed list of activities that must be completed. Instead, the Practicum Supervisor helps the student to create six learning goals for the four month practicum based on the student's interests and current projects at the site. We hope that the information on Page 2 will help you to consider how a Marketing student from Western might add value to your organization.

## Requirements of Practicum Supervisors:

As students' skills are at an entry level, supervision, explanation, and direction are vital. *The student's supervisor should be a practitioner who has at least 5 years of relevant Marketing experience.* Although the student can be expected to work fairly independently, contact and supervision is expected from the supervisor.

## The Role of the Practicum Supervisor:

- Help the student to create six learning goals for the practicum; evaluate their performance in meeting the goals at the end of the practicum
- Review weekly journal entries submitted by the student; evaluate the student's performance in reflecting in their journal at the end of the practicum
- Meet with the student **once per week** to discuss their progress
- Provide the student with a range of experience in as many aspects of marketing as possible
- Orient the student to the marketing role within the organization, including policies, procedures and personnel
- Monitor work assignments and provide constructive feedback
- Be available and accessible for counsel and advice
- Provide the student with networking opportunities

## Course List:

Foundations of Digital Marketing  
Integrated Marketing Communications  
Market Research and Analysis  
Contemporary Media  
Introduction to Market Strategy

Emerging Trends in Marketing  
Digital Marketing: Strategies and Tactics  
Advanced Marketing Strategy  
Brand Management  
Professional Practice for Marketers

## Through the course work, students have developed knowledge in:

- The establishment and implementation of integrated marketing communications principles and practices and how to effectively plan robust campaigns utilizing tools, media and strategies based on sound research
- Analyzing market data as a tool in understanding markets and making business decisions
- Understanding customer needs and wants, deciding which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract, keep, and grow its customer base
- Theories of industry thought leaders and experts, emerging trends and the ensuing opportunities, and the analysis of consumer behaviour and current marketing considerations
- Research methodology
- Creating integrated media plans
- Legal and ethical frameworks that influence the practice of public relations and marketing
- Media buying and costing and media monitoring and measurement
- Preparing surveys for collection of primary data
- Brand management
- Strategy planning and marketing pitch presentations
- Strategic communication, professional writing and demographic market research
- Implementing branding principles/practices and media and strategies based on best practices
- Leadership theory and styles of practice
- Researching, developing, executing and evaluating communication goals, objectives and strategies through detailed communications plans
- Writing in a clear, targeted and concise manner for different communications media (web, print, web 2.0, etc.) to Canadian Press guidelines free of errors
- Planning and implementing the use of traditional and emerging communications tools to achieve pre-determined objectives
- Effectively developing key messages
- Understanding the media relations' process including the development of effective press releases
- Developing and delivering effective presentations and speeches
- Developing a creative brief (from concept through execution)
- How to work with design professionals
- Emerging trends and the ensuing opportunity
- The application of various digital marketing channels
- The latest Internet, consumer, mobile, technology, social & media trends
- Trend tracking, idea generation and effective messaging process

## Remuneration:

Successful completion of the practicum, based on the Practicum Supervisor's evaluation of the student's on-site performance, is a requirement of the academic program. Sites are not obligated or required to remunerate students. In instances when previous practicum placements have been unpaid, many sites have chosen to offer a stipend or honorarium. If paid, Western University can certify that the practicum is a qualifying work term for the purpose of the Ontario Co-operative Education Tax Credit.

## To express your interest in hosting a student or for additional information:

Please contact Ashleigh Lerch at (519) 661-2111, ext. 85317 or [ashleigh.lerch@uwo.ca](mailto:ashleigh.lerch@uwo.ca).