

Higher Education and Student Affairs
Spring 2017 Practicum Opportunities

Title of Practicum
Marketing Practicum

Practicum Description Summary

The Office of Enrollment Management serves Indiana University Bloomington by recruiting, enrolling, and serving the undergraduate population. The organization includes admissions, first year experience programs, scholarships, strategic communications and marketing, strategic planning and research, student central, student financial assistance, and the registrar. Under the direction of the director of strategic communications and marketing, the graduate student will assist in a variety of marketing projects including identifying communication gaps, and gathering and interpreting market research for implementation in various marketing projects.

Sponsoring Office

Strategic Communications and Marketing, Office of Enrollment Management

Department/Office Website Address:

oem.indiana.edu
admissions.indiana.edu
fye.indiana.edu
studentcentral.indiana.edu
scholarships.indiana.edu
registrar.indiana.edu
enrollmentbulletin.indiana.edu

If multiple students can be selected for this position, please indicate the number of practicum students the site is willing to host:

Spring 2017

Number available: 1__

Please identify any requirements outside the 8 hours per week of the practicum experience the student would be expected to complete:

n/a

Learning outcomes associated with the practicum experience in your office:

- Gain a better understanding of and professional experience in enrollment management.
- Be able to build marketing plans based off set goals and an IU-wide brand.

- Lean best practices and strategies and tactics for communicating with prospective and current students.

Provide a brief summary of the activities, duties, responsibilities and/or special projects associated with this position:

- Help to develop and implement the OEM user experience map.
- Collect and analyze various data points and marketing research recommendations.
- Brainstorm and/or propose new marketing initiatives based on knowledge and information gathered.

Site Supervisor for Practicum Experience:

Name Jessica Parry _____
 Address 408 N. Union St _____
 Phone 812-855-0717 _____
 E-mail jjparry@iu.edu _____

Individual completing this form:

Name Jessica Parry _____
 Address 408 N. Union St. _____
 Phone 812-855-0717 _____
 E-mail jjparry@iu.edu _____

- Yes, my department plans to attend the HESA Practicum Fair and we have completed the description form**
- No, my department does not plan to attend the HESA Practicum Fair, but we have available opportunities for students and I have completed the description form**
- No, my department does not plan to attend the HESA Practicum Fair and we have no available opportunities at this time.**

Please submit completed practicum description form to Amy Núñez, hesaga@indiana.edu, by October 6, 2017. Past practicum descriptions can be found at <http://education.indiana.edu/students/graduates/programs/hesa/masters-practicum-opportunities%202015.html>

If you should have questions concerning this form or the establishment/maintenance of practica in your office, please do not hesitate to contact Danielle De Sawal, HESA Master’s Program Coordinator, Education 4272, at 856-8382 or via e-mail at ddesawal@indiana.edu.

Thank you!