

Course Name	Red Rock Internship Program
Background	Term: Spring, Summer, Fall Internships (10 week sessions) Non-paid Internship, Eligible for academic credits (if applicable) Daily Schedule: Flexible depending upon the intern's situation Application Process: Send cover letter and resume to L. Taylor; follow-up with a personal interview.
Instructor	Name: Lee Taylor Phone: 314-882-2212 Email: ltaylor@redrockcomm.com Office: 1051 S. Big Bend, Ste 210, St. Louis, MO 63117
Course Description	The Red Rock Internship Program is designed to introduce students to the "real-world" marketing issues and challenges that owners and key management employees of mid-size businesses face when starting and growing their business. Participants will learn the process of designing and implementing effective marketing programs with limited resources. During the course, the participants work side-by-side with Red Rock management in the planning and execution of marketing and advertising initiatives for Red Rock's clients. Interns will be given their own business cards. Their title will depend upon the area they are pursuing (ie Account Executive, Marketing Assistant, Graphic Designer, etc.) Participants will be introduced to clients by their "title", not as an "intern".
Prerequisites	A background in marketing and/or sales is helpful. A positive "attitude" is mandatory. Participants are expected to be self-starters and should consider this internship experience to be a time where they can explore and develop their own potential.
What Participants will Learn	Participants will be exposed to the real world of marketing and work through the process of implementing marketing initiatives from concept to actual deliverables. Clients assignments provide a 'hands-on' application of marketing theory and practices. These concepts will be reinforced with class-style "learning" (see Weekly Class Schedule below). The course will be taught through workshops supplementing the projects in an open "focus group" atmosphere where participants are expected to contribute to the experience. The interns will get out of this internship what they put into it. Specifically, the internship will: <ul style="list-style-type: none"> - Cover the definition of entrepreneurial marketing and the practical elements of implementing marketing initiatives. - Expose the intern to the business aspects of profitably running a marketing communications company. Simply stated they will be taught how to charge for their services and make money in the marketing / advertising business. - Learn how to quantitatively and qualitatively research the size and potential of a market place and how to pinpoint the target audience with the highest potential.

	<ul style="list-style-type: none"> - How to create a mission, objective, strategy and positioning statements. - How to forecast sales and establish a marketing/advertising budget. - Discuss the Marketing Mix; Learn how to buy media and premiums, how to quantitatively evaluate traffic to websites, and how e-mail marketing works. - Learn how to develop and evaluate advertising and promotional creative. <p>At the conclusion of the course, participants should be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of marketing “ROI” and be able to quickly evaluate the likelihood of an investment in a marketing program returning a profit. (break-even and risk analysis). 2. Be familiar with the development and creative execution of various advertising and promotional programs ranging from newsletters to print ads to trade shows.
Materials	<p>Primary Text Book: <i>On Target: The Book on Marketing Plans</i> Tim Berry and Doug Wilson Palo Alto Software, Inc., Second Edition, March, 2001 Second Printing April, 2004, Publisher: Palo Alto Software, Inc., Eugene, OR ISBN 0-9664891-3-6, Website: www.paloalto.com</p> <p>PDF available</p>
Evaluation	<p>Participants will be assessed using the following grading scale provided by their school.</p>
Activities	<p>The course is divided up into three primary areas. The order of the sections will be determined by the project that the intern is working on:</p> <ol style="list-style-type: none"> 1) Setting the Foundation of Your Marketing Program (Wks 1-4) 2) Creating the Marketing Plan (Wks 5-6) 3) Executional Considerations (Wks 7-9)

Topic dates are subject to change according to the current client project and often do.

<p>Weekly Class Schedule</p>	<p>Pre-Assignment for Week 1</p> <ul style="list-style-type: none"> • Research Red Rock Communications • Write your definition of “Marketing” • List three things you want to get out of this internship
	<p>Week 1</p> <p>Topics:</p> <ul style="list-style-type: none"> • Introductions – What to expect from this Internship. • Review the Course Outline (Syllabus) • The Definition of “Marketing” (PPT) • The “4 P’s” (Handout) • Writing a Press Release <p>Project Application:</p> <ul style="list-style-type: none"> - Complete the Student Information Sheet - Discussion: What Do We Want To Get Out Of this Class? - Discussion: The Definition of Marketing - Review Red Rock’s clients and current projects - Write and issue a Press Release announcing that you joined Red Rock - Take and retouch your photo using Photo Shop <p>On Your Own:</p> <ul style="list-style-type: none"> - Read <i>On Target</i> Chapter 2 (Marketing Plans) - Read <i>On Target</i> Chapter 3 (Glossary of Terms)
	<p>Week 2</p> <p>Topics:</p> <ul style="list-style-type: none"> • The Essential Elements of a Marketing Plan (handout) • Marketing Plan Elements (PPT) • The Difference Between a Marketing Plan and a Business Plan • The Marketing Audit (Handout) <p>Project Application:</p> <ul style="list-style-type: none"> - Review Examples of Marketing Plans <p>On Your Own:</p> <ul style="list-style-type: none"> - Read <i>On Target</i> Chapter 9 (Market Analysis) - Read <i>On Target</i> Chapter 8 (Target Marketing) - Read <i>On Target</i> Chapter 11 (Competitive Analysis)
	<p>Week 3</p> <p>Topics:</p> <ul style="list-style-type: none"> • Marketing Research (Why Conduct/ Types) (PPT) • Conducting a Focus Groups / Concept Board Examples • Using the Web for Research (interactive session) • Target Audience: Who is Going to Buy Your Product/Service? (PPT) • Competitive Analysis / SWOT (PPT) <p>Project Application</p> <ul style="list-style-type: none"> - Work on assigned project

	<p>On Your Own:</p> <ul style="list-style-type: none"> - Read <i>On Target</i> Chapter 5 (Focus on Consumer Benefits) - Read <i>On Target</i> Chapter 12 (Positioning) - Read <i>On Target</i> Chapter 13 (Strategy Pyramid) - Read <i>On Target</i> Chapter 14 (Mission and Objectives) <hr/> <p>Week 4</p> <p>Topics:</p> <ul style="list-style-type: none"> • Positioning: What Makes <u>You</u> Different (Elevator Pitch) (PPT) • Mission and Vision Statements (PPT) • Objectives, Strategies and Tactics (PPT) <p>Project Application</p> <ul style="list-style-type: none"> - Work on assigned project <p>On Your Own:</p> <ul style="list-style-type: none"> - Write a Positioning Statement for yourself - Read Herb Gardner's Advertising Business book - Get a paystub from a current or previous job <hr/> <p>Week 5</p> <p>Topics:</p> <ul style="list-style-type: none"> • How a Marketing/Advertising Company Makes Money • Personal Compensation: How Much the Employee Gets, What the Employer Really Pays and What the Government takes • Goal Setting and Performance Evaluation • Billing Hours - The Concept of Green & Red Time • Estimating the Cost of a Marketing Program • Preparing a Client Estimate <p>Project Application</p> <ul style="list-style-type: none"> - Analyze the interns paystub from a current job - Present Your Personal Positioning Statement - Develop a marketing estimate for your project <p>On Your Own:</p> <ul style="list-style-type: none"> - Read <i>On Target</i> Chapter 6 (Business Forecasting) - Read <i>On Target</i> Chapter 16 (Pricing) - Read <i>On Target</i> Chapter 22 (Sales Forecast) - Read <i>On Target</i> Chapter 24 (Expense Budgeting) <hr/> <p>Week 6</p> <p>Topics:</p> <ul style="list-style-type: none"> • The Interactive Roles of Sales & Marketing (PPT) • How to Network • Forecasting Revenues (PPT) • The Marketing Budget (PPT) <ul style="list-style-type: none"> - Determining how much to spend / ROI - Back of the Envelope Break Even Analysis Discussion <p>Project Application</p> <ul style="list-style-type: none"> - Work on assigned project <p>On Your Own:</p> <ul style="list-style-type: none"> - Listen to Podcast: The Long Tail - Read <i>On Target</i> Chapter 17 (Advertising)
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	<p>Week 7</p> <p>Topics:</p> <ul style="list-style-type: none"> • Company Names and Tag Lines (PPT & Handouts) • Selecting the Right Marketing Mix (PPT) • The Marketing Calendar (Handout: .xls File) <p>Project Application</p> <ul style="list-style-type: none"> - Work on assigned project <p>On Your Own:</p> <ul style="list-style-type: none"> - Read 'Advertising Evaluation' Handouts
	<p>Week 8</p> <p>Topics:</p> <ul style="list-style-type: none"> • Advertising and Public Relations (PPT) • Design Principals of a Print Ad (PPT) • How to Quickly Evaluate Advertising <p>Project Application</p> <ul style="list-style-type: none"> - Create an 8 1/2 x 11 Print Ad selling" yourself to a potential employer - Work on assigned project <p>On Your Own:</p> <ul style="list-style-type: none"> - Complete your Print Ad
	<p>Week 9</p> <p>Topics:</p> <ul style="list-style-type: none"> • Internet Marketing / Website Development (PPT) • Evaluating the Use of a Website (Google Analytics) • How to Buy Media, Collateral Materials and Premiums • Trade Shows <p>Project Application</p> <ul style="list-style-type: none"> - Present Your Print Ad - "Live" Evaluation/Discussion of Just Presented Creative <p>On Your Own</p> <ul style="list-style-type: none"> - Prepare Your Resume
	<p>Week 10</p> <p>Project Application</p> <ul style="list-style-type: none"> - Review of Key Learning (Q&A Discussion) - Review Your Updated Resume - Complete evaluation forms