

Spring 2016 – MKT 459 Social Media Marketing

In spring 2016, Dr. Walker is offering a **rare opportunity** to work under her guidance on an independent study client project for Facebook.

REQUIREMENTS:

- Must have completed the prerequisites for MKT 459 (MKT 304, BUS 302/302L, and MKT 448) by spring 2016
- Complete the Application Process by **Friday December 4th by 5pm**

CHOSEN STUDENTS (3 to 5 students) WILL:

- Demonstrate excellent written and oral communication skills
- Exhibit attention to detail with ability to be flexible
- Be able to work well independently AND with others
- Show initiative and self-motivation (able to resist urges to procrastinate)
- Have a developed sense of humor and enjoy working under pressure
- Take direction and critique with astute professionalism
- Be willing to ask questions, show curiosity, and nudge appropriately
- Display a sense of enjoyment for the frustrating process of learning
- Work hard, play hard, study hard



THE CHALLENGE: **facebook**

Create an integrated marketing campaign with the goal of increasing the awareness and consideration of Custom Audiences with B2C (Business to Consumer) marketing decision makers. An ideal campaign will increase the awareness of the Custom Audience product and encourage B2C marketers to consider utilizing Custom Audiences at their company. The challenge is a B2B (Business to Business) marketing effort – the target audience is B2C marketers.

APPLICATION PROCESS (read and follow carefully):

- Email a copy of your DPR, current resume and the **rationale for why and how you will add value** if chosen to kristen.walker@csun.edu (with the subject line Spring 2016 MKT 459) NO LATER than Friday, December 4th by 5pm.
- Students who apply will receive further instructions