

**Real World Ready Course
Student Agreement Form**

Name _____ W# _____

Home Address _____

Current GPA _____ Degree Plan/Major _____

Email address _____ Phone _____

I am participating in a Real World Ready Course for the following semester: _____

I understand that if I choose to stay enrolled in the class, I will adhere to all guidelines and requirements set forth by the instructor.

I understand that I am committing to a professional learning opportunity where I will be assigned to a client to work with during the semester outside of the classroom to gain real world experience.

I understand that my performance and professionalism reflect Southeastern Louisiana University and the College of Business.

I commit to meeting the application requirements and the expectations set forth in this collaborative professional learning opportunity between Southeastern Louisiana University and the community.

MRKT 373 Expectations:

- 1. Take a survey at the beginning of the semester to evaluate pre-course knowledge**
- 2. Choose a client to work with during the semester, including time outside of the classroom for meetings**
- 3. Website Design/Redesign and Search Engine Optimization**
-You will use the concepts being taught in the first half of the semester to give feedback for website creation or improvements. This includes researching other sites for competitors in that industry, creating tactics to see a greater return for potential customers, and ultimately to help make those changes happen after approval from the client.
- 4. E-mail Marketing Campaigns**
-You will create an e-mail marketing campaign depending on what promotions the clients feel should take place. You will help the client gain more customer e-mail addresses and create the e-mails to send to current and potential customers.
- 5. Social Media Content Calendar**
-Throughout the semester, you will be assigned weeks to create posts for the Social Media Content Calendar that are relevant to the client's social media sites. You will schedule the postings, which are then approved by the client and finally posted to the client's social media sites. You will create these posts based on the concepts you are learning on this topic and also adapt to more engaging content as the semester progresses. In addition, you will work on strategies to increase the amount of fans that are connected to their sites.
- 6. Group Presentation**
- 7. Complete a Final Survey to reflect on the semester**

Student Name (Print)_____
Student Signature_____
Date_____
Instructor Name (Print)_____
Instructor Signature_____
Date