

WR403, Writing Internship | Social Media and Marketing, 1-Credit | Fall 2015
Dr. Allen Brizee

The Course

WR403, Writing Internship for Social Media and Marketing (50 hours) is designed to help students gain experience working with faculty members in setting up and maintaining department communication applications. Specifically, the course is intended to help students develop skills in cutting-edge writing technology, such as Facebook and Twitter, as well as with skills in project management and interpersonal communication. The intern will also work on the department website and develop marketing campaigns. To complete these projects, students work with the internship coordinator as course instructor and with other members Loyola's faculty and staff, such as individuals in MARCOMM office.

After completing the internship, students will be able to work with the latest writing technology, but most importantly, they will have a refined sense of composing for complex audiences, be able to interact effectively with professionals, follow directions, and complete multi-step projects.

Responsibilities

Intern responsibilities include the following:

- Complete course readings and respond in a timely fashion to reflection prompts through Dropbox
- Complete other course assignments, such as the mid-term and final evaluations
- Set up and regularly maintain/update department social media accounts
- Complete department website tasks
- When needed, conduct interviews or work with Loyola faculty, staff, and students

You will complete the same readings and prompts as the WR402 students, but since this is a 1-credit course, you will be working 50 hours for the term rather than 150 hours.

Tasks and Deliverables

For fall 2015, I hope to complete the following tasks and deliverables:

- Set up and maintain department Facebook, Twitter, Instagram, and Flickr accounts
- Set up and maintain a department events calendar
- Run the department logo contest with Prof. Karen Fish

Schedule

We will try to follow this rough schedule for the fall term:

- Semester kick-off meeting to figure out when we will work together during the week; figure out our marketing strategy
- Department rhetorical situation and audience analysis; social media readings
- Meet with April Arnold from MARCOMM
- Train on SiteCore and work on MMRS page, as well as other necessary pages
- Take pictures of new space

- Meet with April and Prof. Fish to see when we can set up the social media accounts and the calendar and when we can link them to the department website
- Set up the calendar and one social media application at a time for a slow roll-out over the term
- Populate/maintain accounts on a regular basis

Readings

Due to the focus and position of this internship, the course requires readings above and beyond the readings from *The Successful Internship*. The goal of these readings is to help you understand the complex, and often difficult, nature of writing for social media when it is connected to a professional organization, such as a university or business. In short, we are going to read and talk about what to do and what not to do when your writing represents someone or something other than yourself for a wide audience, an online audience. We will also read and talk about the unique requirements for writing in a workplace environment. Here is a list of our readings for this term:

Basics of Rhetorical Theory – Read by beginning of week 2

- The Purdue OWL's Rhetorical Situation resource:
<https://owl.english.purdue.edu/owl/resource/625/1/>
- The Purdue OWL's Audience Analysis resource:
<https://owl.english.purdue.edu/owl/resource/629/1/>

Social Media Successes – Read by beginning of week 3

- <http://www.cio.com/article/2901047/social-media/12-standout-social-media-success-stories.html>
- <https://www.salesforce.com/blog/2014/12/the-30-most-brilliant-social-media-campaigns-of-the-last-half-of-2014-152015.html>

Social Media Fails – Read by beginning of week 4

- <http://socialmediaweek.org/blog/2015/04/valuable-lessons-5-shockingly-bad-social-media-fails/>
- <http://www.searchenginejournal.com/learned-15-epic-social-media-fails/121432/>

Tone and Readability – Read by beginning of week 5

- The Purdue OWL's Tone resource:
<https://owl.english.purdue.edu/owl/resource/652/1/>
- The Purdue OWL's Paramedic Method resource:
<https://owl.english.purdue.edu/owl/resource/635/01/>
- The Purdue OWL's Five Principles of Readability resource:
<https://owl.english.purdue.edu/owl/resource/727/03/>