

MEEMAN901

S T R A T E G I E S

APPLICATION PACKET

SPRING 2019





WHAT WE ARE ALL ABOUT

Meeman 901 Strategies is a student-run strategic communications firm based in the Department of Journalism and Strategic Media.

We work in the real world and provide services to on-campus and off-campus clients. We aim to hone-in students' skills and provide opportunities to experience the industry from a classroom environment.

WHO CAN JOIN

All students in the Department of Journalism and Strategic Media are welcome at Meeman 901. Skills in advertising, creative mass media, news and public relations can be developed in the practicum. Students do not need prior internship experience to apply.

WHAT YOU WILL DO

As part of Meeman 901 Strategies student have the opportunity to work with clients and develop professional skills.

Students will work with real clients on various projects to promote organizations. Some of the work students have done before include:

- » Advertising
- » Branding
- » Copywriting
- » Design
- » Marketing
- » Photography
- » Public relations
- » Research
- » Strategy
- » Video production
- » Web development

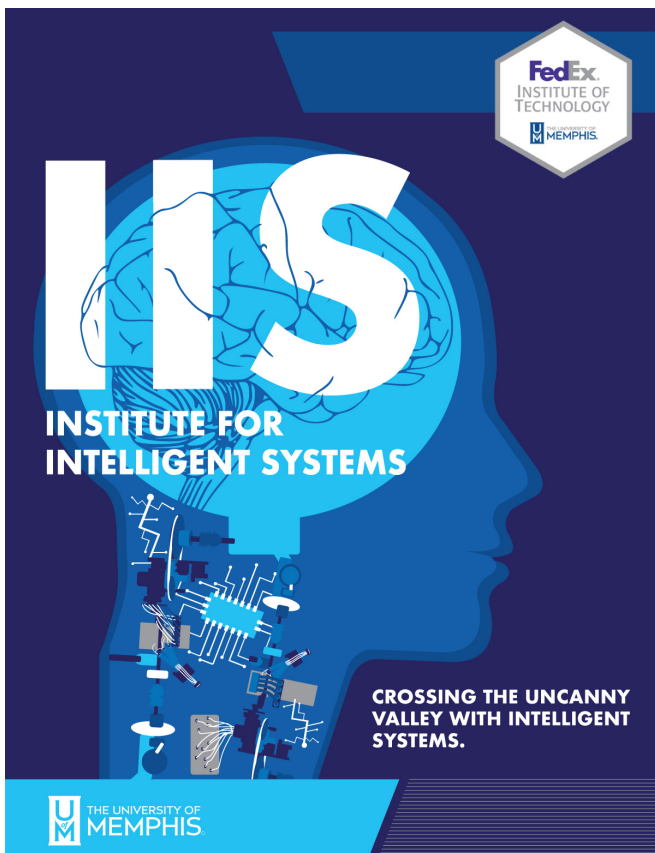


THE CLIENTS

We have the pleasure of working with amazing clients each semester. Some clients enjoy our work so much, they keep coming back.

From non-profits and startups to local businesses and government entities, Meeman 901 Strategies works with incredible people. We've also worked with on-campus organization such as the Department of Journalism and Strategic Media and RSOs. Previous clients include:

- » American Heart Association
- » FedEx Institute of Technology
- » Nerd Nite Memphis
- » Pi Beta Phi
- » The Santa Cause



THE POSITIONS

Meeman 901 Strategies operates like a firm. Students are assigned positions within the agency based on skills and desired development. In other words, students get to have a say in what they do and free to improve various skills.

Because students bring diverse talents each semester, we decide positions after classes begin. Past positions include:

- » Account Executive
- » Account Lead
- » Graphic Designer
- » Production Manager
- » Copy Editor
- » Social Media Manager

We shape positions to fit individual skill-sets to ensure students find a spot that works for them. Regardless of titles, we expect students to work collaboratively across multiple disciplines.

GET THE MEEMO?

Visit our website to sign up for our newsletter to stay up-to-date on industry trends.



CONNECT WITH US

Contact us for more information. Connect with us on social media and on our website.



Meeman901strategies.com



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Meeman 901 Strategies



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HOW TO APPLY

Provide the following documents to Faculty Advisor Kim Marks (ksmarks@memphis.edu) and Firm Director Kix Patterson (kix.patterson@memphis.edu)

- » Resume
- » Link to personal portfolio
- » 500-word statement on purpose

Talk with your advisor about applying!

THE FAQs

Can students use Meeman 901 for class credit?

- » Yes! Meeman 901 is part of the student media practicum. Students must apply and gain a permit to join the course. The course talks the place of the internship requirement and counts as 3 credit hours.

Are there any prerequisites?

- » Students can volunteer with Meeman 901 after they have taken JRSM 2121. To apply for a position within the firm students must have taken JRSM 2121 and at least one of the following: ADVR 3300, ADVR 3324, PBRL 3400, PBRL 3421 or JRSM 3900.

Do students need internship experience?

- » No. Prior internship experience is not required. Meeman 901's goal is to help students gain real-world experience.

How many hours will students work per week?

- » Students are required to complete 150 hours during the semester. Meeman 901 meets twice a week a total of 60 hours during the semester. Students will gain the additional 90 hours outside of class working on the semester's projects.

Can students outside of public relations apply?

- » Yes! Students in all side of the Department of Journalism and Strategic Media can apply.