

## **Public Relations – Speaker Series Project**

This project involves the development, coordination and execution of a series of OCOB Graduate Programs sponsored on-campus events.

The OCOB Graduate Programs office, in conjunction with the OCOB Graduate Students Association, offers a Professional/Executive Speaker Series for OCOB graduate students. These events, designed and developed to provide professional interaction, contact and networking opportunities, have been very beneficial to all who have participated

Over the years, these events have proven to be excellent opportunities for alumni to recruit current students for available internships and permanent positions – while simultaneously providing interesting information about their industry and organizations to the entire OCOB graduate population. Last year, we added an additional element to the mix by including the additional coordination of International Business Study Tour preparatory meetings and EMP road-shows.

**The resume value of working on the above and how they will test the communication and professionalism skills you learned in the communications class should be obvious. Further, in the past, some of our more “street smart” graduate students utilized this experience to help them with their own job searches and networking. I.e., if you are selected for the position and make a favorable impression on the person from industry you are working with, you may score a good job. Leverage, leverage, leverage!!**

### **Duties and Deliverables:**

- Within the early weeks of the Fall quarter, survey OCOB graduate students to determine the industries and organizations they are interested in seeing and hearing from during the upcoming academic year.
- Develop contacts and arrange presentations from requested industries and organizations
- Coordinate with Professor Carr on already scheduled International Business Study Tour presentations and assist in the scheduling of additional presentations he may develop
- Organize the regular Thursday presentations (11:10am – 12:00 noon)
- Arrange for refreshments and other needs for the presentations
- Arrange parking, hotels or other approved needs for the presenters
- Arrange publicity for events (signs, emails, handouts, etc.)
- Arrange for photo's of all events
- Develop, for each event, a short, one paragraph synopsis of event (press release)
- Develop financial tracking and reporting documents and coordinate financial reimbursements as needed
- Coordinate with other Cal Poly departments as needed - including at least one joint presentation during the year on the EMP program – to Engineering students
- Prepare a “Speaker Series Guide” to transfer knowledge to those that follow (this should include the above materials, a section on budget, how to get expenses covered, how the reimbursement process works, etc.).



**Selection Process:**

Only MBA and EMP students are eligible to apply.

**If you are interested in participating you will need to submit the items listed below to the OCOB Graduate Programs office no later than Friday, October 2, 2009 (hard copies only).**

Application materials will be reviewed by the OCOB Graduate Programs Office, and two students may be selected for this course and project this year.

Note that this project will require much of the contact development and presentation coordination during the **Fall** quarter. However, there will be duties during the entire academic year. 4 units elective course credit will be granted for this project. The selected students may choose which quarter they wish to enroll – credit will be awarded upon completion of all duties and responsibilities. (an “RP” will be awarded until that time).

Please provide the following to apply:

1. A current copy of your resume.
2. A Statement of Interest (one page, max) of why you wish to participate in this project, what you bring to the table, and what you hope to get out of it.

Qualified students will exhibit the following skills and attributes:

- a. Organized and self-disciplined
- b. Detail oriented, with excellent follow-through
- c. Ability to work independently under circumstances which can be uncertain
- d. The ability to be and work proactively
- e. Excellent people skills and communication skills
- f. Professionalism

**Course Credit and Expenses:**

Again, students selected to participate will ENROLL in GSB 500 – Independent study (4 units) during their choice of Fall, Winter or Spring quarter – with credit awarded upon completion of all duties and responsibilities. Upon selection for the project, your Formal Plan of Study will be amended to include the units and will be used to satisfy a portion of your overall unit requirement by replacing a GSB elective.

The college will cover all approved costs associated with the project and will, upon request, make office space and communication equipment available to conduct outreach activities.

**Need More Information?**

Email [mba@calpoly.edu](mailto:mba@calpoly.edu)