



COLLEGE MARKETING DIRECTORS PROGRAM

General Mission of the Program

The program is designed to market and sell the State Farm Arch Rivalry game to the 18-22 demographic through peer-to-peer marketing on the campuses of University of Missouri and University of Illinois.

Program Description

The program provides college students with a hands-on event marketing experience. The components of the program include grassroots marketing campaigns, utilizing trade, research, tickets sales, fundraising, sponsorship, promotions, and basic principles of marketing and public relations.

Program Structure

CMDs will report each week to a “class session” via conference call of approximately one and a half hours. During this session, skills and objectives will be taught and assignments will be divvied out to students.

Who do we look for?

The department looks for students who are motivated and creative. The ideal candidate is a person who is involved in a variety of campus activities (i.e. campus newspaper, American Marketing Assoc., resident assistant).

How are College Marketing Directors utilized?

The department empowers students to become ambassadors for the St. Louis Sports Commission and Arch Rivalry football game, utilizing their unique knowledge of their age group and community to effectively market a wide range of shows.



COLLEGE MARKETING DIRECTOR SUMMER 2008

Job Title:

College Marketing Director for the St. Louis Sports Commission and the Missouri vs. Illinois Arch Rivalry Football Game.

Hours Required:

Must be in Columbia, MO or Champaign, IL for the Summer 2008. Hours vary – Must be available for weekly conference call meeting on Thursdays from 2:00pm-3:30pm (June 2008 through September 1, 2008) & grassroots marketing events throughout the summer that may occur on evenings and weekends.

Job Description:

The St. Louis Sports Commission is looking for a college junior or senior, or graduate student to serve as a College Marketing Director for the Missouri vs. Illinois Arch Rivalry Football Game at the Edward Jones Dome on August 31, 2008. **The position is unpaid.**

The Grassroots Marketing Intern will:

- Develop and oversee a grassroots marketing campaign through out the Columbia, MO or Champaign, IL markets to promote the Missouri vs. Illinois Arch Rivalry Football Game.
- Recognize and understand the components of sponsorship, public relations, sales and operations and its use and importance in the sports industry.
- Report to Director of Event Marketing and Sales at a weekly training conference calls on Thursdays at 2:00 pm (June 2008 through September 1, 2008).

**Resumes are now being accepted.*

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