**Student Application**

Congratulations!

Taking your time to complete this application is the first step in gaining invaluable experience for your future trade, and gaining an advantage on your peers.

Unfortunately, to preserve our standard of excellence among our clients, our student contributors must reflect that same standard. Since a degree of maturity and education is required we only accept applications from students 18 and older. We judge our applicants on a variety of character defining traits that determine whether or not they reach a standard. This being said, your grades do not accurately reflect your true potential and ability. For this reason there are multiple sections on this application to let you reveal your strengths and why we need you. Please also include a copy of your resume when sending this application.

When answering questions remember integrity is valued above any answer you can fabricate. No-one is perfect, so no-one should expect you to be.

knowledge applied.creativity unleashed

Section A

Personal Information

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | □**Male**|□**Female** | | **School Email:**  \_\_\_\_\_\_\_\_\_\_\_ | | **Personal Phone:**  \_\_\_-\_\_\_-\_\_\_\_\_ | | **Are you legally allowed to work in Canada?**  □yes|□no | |
|  |  |  | | |  | |  | |
| **Home Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **City:**  \_\_\_\_\_\_\_\_\_\_\_\_ | | | **Provence/State:**  \_\_\_\_ | | **Country**:  \_\_\_\_\_\_\_\_\_\_\_ | |
|  |  | **Major/** | | |  | |  | |
| **School:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Program:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Concentration:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | **Year:**  \_\_\_\_of \_\_\_\_ | | **Cumulative Average:** \_\_\_\_% | |
| **Address of house at school:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | **City:**  \_\_\_\_\_\_\_\_\_\_\_ | | | **Provence/State:**  \_\_\_\_\_ | | **Country:**  \_\_\_\_\_ | |
|  |  |  | | |  | |  | |
| Schedule | **Term** | Jan-May /14 | | May-Aug /14 | Sept-Dec /14 | Jan-May  /15 | May-Aug  /15 | Sept-Dec  /15 |
|  | Home/Away | □ | | □ | □ | □ | □ | □ |
|  | School | □ | | □ | □ | □ | □ | □ |

Hours of Class /week: □<5h | □ 5-10 | □ 10-15h | □ 15-20h | □30h+

Approx study/homework /week: □<2h | □ 3-5h | □ 6-10h | □ 11-20h | □20h+

Approx extracurricular / week: □ none | □ 1-2h | □ 3-5h | □ 5-10h | □10h+

Approx availability per week: □1-5h | □ 6-10h | □ 11-20h | □ 20-40h | □40h+

Section B

Technical Experience

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Program** | Never used | Poor | Fair | Good | Excellent | I have access | **Skill** | Never Done | Weakness | Poor | Good | Strength |
| **Excel** |  |  |  |  |  |  | **Marketing Plan** |  |  |  |  |  |
| **Word** |  |  |  |  |  |  | **SWOT Analysis** |  |  |  |  |  |
| **PowerPoint** |  |  |  |  |  |  | **Market Research** |  |  |  |  |  |
| **Publisher** |  |  |  |  |  |  | **Ad Analysis** |  |  |  |  |  |
| **Photoshop** |  |  |  |  |  |  | **Still Ad Creation** |  |  |  |  |  |
| **Dreamweaver** |  |  |  |  |  |  | **(Copy) Writing** |  |  |  |  |  |
| **Firework** |  |  |  |  |  |  | **Website Creation** |  |  |  |  |  |
| **Audition** |  |  |  |  |  |  | **Social Media** |  |  |  |  |  |
| **Java** |  |  |  |  |  |  | **Video Production** |  |  |  |  |  |
| **Wordpress/Weebly/Jimdo/Wix etc.** |  |  |  |  |  |  | **Audio Production** |  |  |  |  |  |
| **HTML/XML** |  |  |  |  |  |  | **Musical Composition** |  |  |  |  |  |
| **Survey Monkey** |  |  |  |  |  |  | **Database Creation** |  |  |  |  |  |
| **Any ERM or CRM software**  **(SAP, Dynamic NAV, etc)** |  |  |  |  |  |  | **Search Engine Optimization** |  |  |  |  |  |
| **Acrobat Reader** |  |  |  |  |  |  | **Survey Creation** |  |  |  |  |  |
| **Adobe CS4/5/6** |  |  |  |  |  |  | **Photo Editing** |  |  |  |  |  |

Section C

Volunteer and Extracurricular

Volunteer

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| --- | --- | --- | --- | --- |
| **Activity/Event** | **Role** | **From (date)** | **To**  **(date)** | **Awards/**  **Special mentions** |
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Current Extracurricular

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| --- | --- | --- | --- |
| **Activity** | **Role/Position** | **Hours/ week** | **Awards/**  **Special mentions** |
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Other Extracurricular

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| --- | --- | --- | --- |
| **Activity** | **Role/Position** | **Last Participated** | **Awards/**  **Special mentions** |
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About You. Use the space bellow to comment on the above activities and how they reflect who you are. Feel free to include anything else.

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Section D

Short Answer

1. Do you have any marketing experience, if so briefly describe your role and responsibilities? If none, relate a life experience where creative thinking was used to help solve a problem.

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1. Describe how you decided on your post-secondary institution?

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1. If you had to give yourself a slogan what would it be and why?

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Section E

A Quick Case: The ABC store, a flower shop, has just celebrated its 50th year of operations. An impressive task, yet celebrations are meek as the company’s sales have hit an all-time low. They have relied on their reputation and returning customers as their primary source of revenue since they opened. The ABC store is vertically integrated and has their main supply greenhouses 30 min north of Toronto, and retail stores in Ottawa, Kingston, Toronto, Hamilton, London, and St. Catharines. They have a website, but they haven't touched in 5 years. In the space provided, write an executive overview to your marketing plan giving guidance to the ABC store.

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Section F

Practical

1. Share a favourite commercial you can find on YouTube: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(no why, simply share an ad that you were impressed by)

1. Create and attach your personal business card if you worked for MKTG101 and attach it.
2. Quick Fix a Site! Choose a small business in your area's website and post the url here:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Judge and rate the website, using the space provided to give feedback and recommendations to the business owner.

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| Site Rating: 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 -10 |
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Section G

Legal

By signing below, you, the applicant, understand that this application to MKTG101 is completed as accurately and honestly to the best of your reasonable knowledge. Finding that information provided is false results in a void of this application, and if employment was made based on false information provided, the rights of termination or other disciplinary action is reserved. The information provided in this application is protected under mktg101’s privacy policy. A signature also verifies your understanding and acceptance of the privacy policy. By completing this application, you are not guaranteed a position in anyway, nor will you receive any form of compensation for any effort put into this application. MKTG101 reserves the right to using any material provided in this application for commercial and business use.

Name (printed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

□ - I am 18 years or older

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_

* Remember to attach a copy of your resume

Application Checklist

Required

Section A □

Section B □

Section C □

Section D □

Section E □

Section F □

Section G □

Resume □

Business Card (from Section F) □

Optional:

Cover Letter □

References □

Portfolio □

Transcript □

Now that you’re done, submit this form to MKTG for review, all applications will be reviewed, however due volume, only students selected for an interview will be contacted. Thank you for your interest.