



Special Opportunity with ArtsWave & UC Lindner College of Business Spring 2020 E-Marketing Course

BUILD DIGITAL MARKETING CAPACITY

In partnership with ArtsWave, the University of Cincinnati's Lindner College of Business is providing an opportunity for arts organizations to receive a free digital marketing strategy and recommendations from the Spring 2020 E-Marketing course. This course comprises of upper-level students who are refining their skills in digital marketing and social media. Their team challenge will be to partner with an arts organization in the Cincinnati region to explore that organization's current digital marketing strategy, and to make actionable recommendations for that organization to implement. The ultimate benefit: arts organizations will receive free consulting and advice from these student teams in order to build their digital marketing capacity.

DO YOU QUALIFY?

UC's Lindner College of Business is looking for arts organizations of all types, with a preference for those organizations seeking to develop and expand their digital and social media presence to their target audiences. There will be 12 teams of students available, so the number of organizations will be limited to 12. Organizations will be selected in early January 2020 by UC and the class.

EXPECTATIONS:

Selected organizations will be available for an in-person meeting in late January or early February. During this meeting, student teams will ask questions related to the organization's current digital presence, target audiences, and other factors related to the current and future development of a digital strategy. Ideally, this should take place at the organization's offices to provide students with a sense of the organization and its overall operations.

A representative of the organization should be available during the semester should any of the UC-based teams have questions that require clarification or further understanding. Student teams will be advised to concentrate and limit their questions so they do not intrude unnecessarily.

Representatives of the organization should be available for a presentation made by the student teams, to be held during the final 3 weeks of the semester (weeks of April 6th, 13th, and 20th, on Tuesday and Thursday from 12:30 until 1:50). Based on availability, these presentations will be finalized early in the semester so teams and organizations can firm up their calendars early.

IF YOU'RE INTERESTED, Please provide the following information:

- Name of organization
- Primary contact (Name, Phone, Email)
- Website address
- Current Digital/ Social Media: Types of media used (webpage, Facebook, Instagram, etc.) and approximate number of followers/friends/etc.
- Goals for improving your Digital / Social presence

Please visit this [link](#) to apply. The deadline to apply is Monday, December 16, 2019 at 5:00 P.M.

QUESTIONS?

For questions, please contact Krista Bondi at Krista.Bondi@ArtsWave.org or (513) 632-0103.