

2008 – 2009 Frontier Fiesta Association
Assistant Director of Marketing Application
Due Wednesday, April 23, 2008

DIRECTIONS: This form can be e-mailed, placed on disk, or turned in at the front desk of Campus Activities. Please complete in full. Use extra paper to give complete answers to the following questions. Please email electronic applications to mleung@uh.edu.

Name _____
Street/P.O. Box _____
City _____ State _____ Zip _____ e-mail _____
Home Phone _____ 2nd Phone (work, cell, pager) _____
PeopleSoft # _____ Major _____ Fr. So. Jr. Sr. Grad. (circle)
Cumulative GPA _____
Graduation Date _____ Completed Hours _____
How many hours are you taking in the fall semester? _____
How many hours are you taking in the spring semester? _____
How many hours per week do you work? _____
What events/obligations will keep you from Frontier Fiesta meetings & work on evenings or weekends? _____

Assistant Directors of Marketing

Assistant Director of Marketing – Radio and TV – Assisting Director of Marketing in obtaining and coordinating radio and television coverage before and during the event.

Assistant Director of Marketing – Campus Promotions- Responsible for assisting the Director of Marketing with the planning, preparation, and implementation of special programs and promotions specifically targeted to the student, faculty, and staff of the University of Houston.

Assistant Director of Marketing – Community Promotions – Assisting the Director of Marketing with the planning, preparation and implementation of special programs and promotions specifically targeted to the greater Houston community.

Assistant Director of Marketing – Electronic Media – Assisting the Director of Marketing by managing and updating the website and assisting with any marketing literature produced electronically.

Please indicate which assistant director position(s) you are interested in:

Educational Record Release

The Family Educational Rights and Privacy Act (FERPA) prohibits the release of personally identifiable information from the education records of university students without the written consent of the student. Exceptions to this requirement include but are not limited to a) release of such information to a school official with a legitimate educational interest in the record, b) the release of such information in response to a court order, health or safety emergency, or approved research project, or c) the release of public Directory Information which has not been previously restricted by the student. For further information about FERPA, please see the University of Houston Student Handbook.

I hereby consent to and authorize the release of my enrollment status and grade point averages (cumulative and previous semesters) by the University of Houston to my Frontier Fiesta Advisors and the Fiesta Chairwoman. The purpose of this disclosure is to verify eligibility for holding a position within the Frontier Fiesta Association, verify eligibility to be compensated if hired for a paid position, verify awards recognition by the University of Houston, and for use in scholastic review by the advisors. This authorization shall remain in effect as long as I remain a member of the Frontier Fiesta Association and am enrolled at the University of Houston, unless I submit written revocation of this authorization to the Department of Campus Activities.

Signature _____ **Date** _____

Written Questions

Please devote a minimum of a ½ page for each of the following questions:

1. What has been your involvement in previous Frontier Fiesta/s?
2. Briefly list any other organizations you are currently or have been involved in while a student at UH. Please indicate the number of years with each organization and leadership positions held.
3. A part of the work of the Director and Assistant Directors of Marketing is to create a marketing plan and theme. Have you ever created a marketing plan and implemented it? What went well and what you would you do differently?
4. What the top five things that need to be a part of a strong marketing campaign? Why?
5. Describe any technical or organizational experience that makes you qualified for the assistant director positions you listed above.

Please be prepared to discuss the following questions during your interview.

- How will you remain motivated to do all of the jobs that are needed from the marketing students at Frontier Fiesta, given that the marketing job requires focus for an extended period of time?
- While Frontier Fiesta is a student run event, describe what you will do to establish a partnership with the Frontier Fiesta Board, your advisors, the university and alumni?
- Share your vision for Frontier Fiesta 2009.
- Talk about how you would provide excellent customer service to the sponsors, advertisers, and patrons before, during, and after the festival.