



**EDUCATION XCHANGE PROGRAM AND BENEFITS FOR  
BOSTON UNIVERSITY BUSINESS STUDENTS:  
INCREASING MULTICHANNEL MARKETING KNOWLEDGE**

**Spring 2018**

**Background of Education Xchange**

NEMOA, the National Etailing and Mailing Organization of America, was created as a way for multichannel (internet, print, retail) marketing merchants of all sizes, and the vendors that service them, to network to share knowledge, learn about industry trends and connect with peers and experts in a non-selling environment.

NEMOA and its members have recognized for quite a while that there is a shortage of qualified young people coming into this marketing industry.

Through its Education Xchange, NEMOA has launched a program for bringing together students educated in direct marketing with marketing companies.

**Goals of Education Xchange**

- A. To develop a plan to encourage business school professors to teach the principles of direct marketing. Students in these courses have the opportunity to apply for scholarships to attend the directXchange by NEMOA Spring Conference in Boston on March 15, 2018.
- B. Students participating in the Education Xchange program also have the opportunity to apply for internships with NEMOA member companies as well as apply for open positions with appropriate NEMOA members upon graduation. (Note that NEMOA facilitates the introductions only.)

**Education Xchange Program**

There are three parts to the program:

1. Encourage students to apply for scholarships to they can attend directXchange by NEMOA Spring Conference in Boston.

2. Provide opportunities for internships as a way to increase student development regarding multichannel marketing.
3. Provide employment opportunities for students with NEMOA member companies by facilitating introductions.

### **Process**

Students interested in the scholarships, internships, and employment opportunities should discuss the NEMOA Education Xchange program with their professor(s) and complete the application. (See Criteria and Application document.)

Designated professors will suggest that students complete the NEMOA application and nominate the students most appropriate for the scholarship program. Applications require professor recommendation.

Between four and six students will be awarded scholarships to attend the directXchange by NEMOA Spring Conference in Boston, and they will be invited to attend breakfast to late afternoon on Thursday, March 15, 2018 (estimated time is Thursday 9am to 5pm). Students may be paired with a mentor with whom they would sit at Thursday's lunch.

Scholarship recipients would be responsible for their own transportation to the conference. Cost of transportation and hotel if needed would be the student's responsibility; this could be covered through special funds from their school.

### **NEMOA Student Internships**

- Students may indicate their interest in working as an intern for a NEMOA member company; NEMOA members can likewise indicate an interest in hiring an intern for the summer, or a special project. The Education Xchange page on the NEMOA website will include contact information so companies can contact the potential interns for initial phone discussion and in-person interview.
- Work for interns could include working at the merchant member's office, online, completing a special project, working on case studies, or other possibilities.
- Students may also receive course credit or the work could tie into their grade, but this would depend on the school's policy and would not involve NEMOA.
- Students will be required to provide feedback regarding directXchange by NEMOA Spring Conference to NEMOA.