

COLLEGE OF THE LIBERAL ARTS
EMBEDDED FACULTY LEADER RESOURCES

EMBEDDED COURSE MARKETING CHECKLIST

Embedded travel program leaders are encouraged to utilize marketing ideas below to promote enrollment in their embedded course. This checklist provides the **suggested timeline for the development of a spring semester course with spring break or early summer travel**. The timeline for fall or late summer programs would be adjusted, as necessary. Please contact the Global Experiences Coordinator, Brandon McCartney (bmm6341@psu.edu) with any questions.

MARKETING & PROMOTION (August – November 2022)

- Y **Register for the Education Abroad Fair:** Embedded program leaders are encouraged to register for a table to promote their program at the Education Abroad Fair in mid-October. Please only register if you have submitted your official proposal to Education Abroad. More information on the fair will be shared once it becomes available.
- Y **LA Embedded Programs Website: Due August 15-** Complete the [Website Information Request Form](#) with details about your program and submit to Brandon by August 15 or earlier. He will create a promotional webpage for your program on the [LA Embedded Courses Website](#) that you can share with students. He will create a promotional webpage for your program on the [LA Embedded Courses Website](#) that you can share with students.
- Y **Interest Form-** If you'd like, Brandon will provide assistance in creating an 'interest form' (made through Microsoft forms) that you can share with students to share program details and collect the contact information of interested students. This will also be included on the program webpage. You can use this contact list to send reminders to students about the education abroad fair, information sessions, and instructions on how to commit to the program. Inform Brandon if you would like to incorporate any specific admissions requirements (essay, interview, etc.). Note that students will also complete an 'official financial commitment form' by the enrollment deadline.
- Y **Marketing Flyer-** If you would like to create a flyer to market the course, follow the policies related to U.Ed. numbers for promotional materials, visit the [Liberal Arts Strategic Communications website](#). Brandon may provide limited assistance with creating a promotional flyer for the Education Abroad Fair if requested by September 1.
- Y **Promote Course: August – November 2022-** Promote and market the embedded course to students **heavily during September and October** before students register for spring courses. Brandon will assist with marketing all programs through various newswire and social media channels. Faculty are encouraged to promote the program to students through the following channels:
 - Email students already on the course roster (found through Lionpath/Canvas)
 - Email students from past, different courses to encourage them to enroll in the embedded course (remember, students who have taken the embedded course in previous semesters are not eligible because they must be enrolled in the embedded course in the semester in which the travel takes place)
 - Promote the program through your departmental listserv or social media for majors/minors
 - Promote the program through academic advisers in your department
 - Visit classrooms for lower-level classes in your department to promote the program; ask your faculty colleagues to promote the program

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- Y **Reserve Course Seats-** Depending on the number of available seats on your embedded course roster, you may want to work with your academic department to ‘save’ a handful of seats for students who are definitely interested in participating in the program so they can still enroll in the course if it fills.
- Y **Information Session-** Organize an information session for interested students to share details about the trip at least 3 weeks before your program’s enrollment deadline; advertise the session during classes and throughout your department
- Y **Student Funding Information-** Share funding resources with students, including the [Embedded Programs Scholarship](#) through Penn State Global, [Liberal Arts Enrichment Funding](#), and the [Schreyer Ambassador Travel Grant](#) for Schreyer Honors Scholars. Liberal Arts majors participating in Liberal Arts embedded courses are eligible to receive \$750 in Liberal Arts Enrichment Funds. Please note: Liberal Arts Enrichment Funding is available only to current undergraduate students with at least one major in the College of the Liberal Arts at University Park or World Campus; students must submit an application to receive Enrichment Funding.