

## Recruiting Students and Marketing the PSM

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## "What's a PSM?"

- Students
- Employers
- Faculty



## Messaging Strategies

- "The PSM is like a non-thesis Master's but with additional training in business management, communications, and ethics, and students complete an internship in lieu of thesis research."

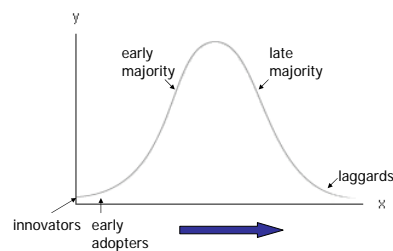
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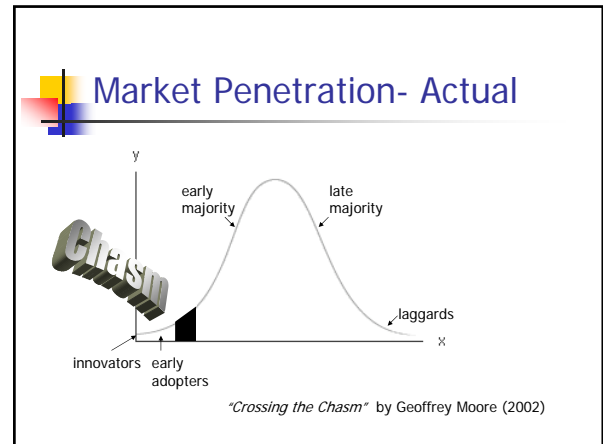
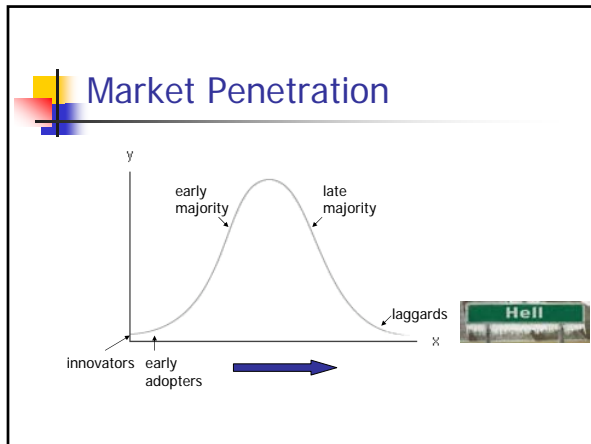
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- So?

## Messaging Strategies

- "The PSM is like a non-thesis Master's but with additional training in business management, communications, and ethics, and students complete an internship in lieu of thesis research."
- So?
- What does that mean for me?

## Market Penetration





## Understanding Your Audience

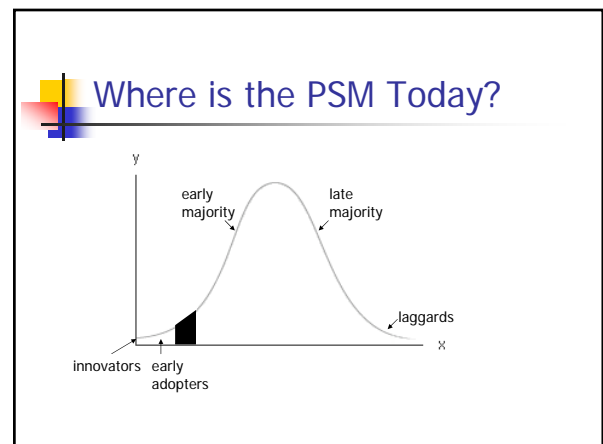
- Establishing reference bases by identifying common needs or wants
  - Students – career options
  - Employers – employee productivity
  - Faculty – teaching & research
- Students: "What are your PSM alumni doing?"

## Reference Bases - Employers

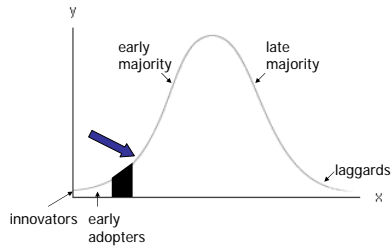
- Type of organization
- Scientific discipline
- Geographic location
- Number of employees

## Reference Bases - Employers

- Position in company – HR, division manager, president...



## Where is the PSM Today?



## Future Outreach Efforts

- Capitalize on the PSM alumni base – data collection is vital!
- Network among employment sectors utilizing established reference bases
- Build on momentum gained through program development initiatives to engage faculty

## Sharing Best Practices

- PSM Program Directors & colleagues
- NPSMA quarterly workshops
- Annual conferences
  - Linda Strausbaugh, University of Connecticut
  - Saeed Foroudastan, Middle Tennessee State University