Posters are very popular at scientific and business meetings and conferences. The Marketing Management co-op work term poster project is designed to present a professional view of your work term experience.

To help you with the design and production of your poster, we have created a template and posted it on the co-op website. The poster is quite large but don’t worry, you will have lots to say about your work term; we encourage you to include images and diagrams to make it interesting and explain the details of your experience.

The poster you produce will be displayed physically in the classroom during an evening event to which your fellow co-op students, Co-op Coordinator and Faculty Advisor will be invited. This event will be scheduled to coincide with the beginning of your first academic semester following this co-op work term. It will be a good opportunity for you to network with your peers and to see what they have done. It will also be a great opportunity for you to gather ideas about future work experiences that you may wish to pursue.

Please note that details of the time and location of the evening on which you will display your poster will be provided no later than the first day of the semester you return to campus. If you are unable to attend, please contact your Co-op Faculty Advisor at least one week in advance of the scheduled date.

Executive Summary
- Briefly summarize the content of your poster for your reader. Where did you work? Highlight your responsibilities. What did you learn? Keep it short and to the point.

Employer Information
- Briefly describe the organization for which you worked. Include interesting facts about your employer (people, location, products, etc.)

Position
- Present an overview of your job or project. Highlight the most interesting or unique aspects of your job. What skills did you need for the job? Did you learn them in class or on the job?

Learning Goals
- What were your learning goals for this work term? Were your learning goals related to
your job tasks? What skills did you want to acquire? What technologies (if any) did you want to work with and why? The co-op experience should enhance your academic experience. Do you think this was the case with your work term? Consider the courses you have taken and are scheduled to take, including those beyond marketing.

Experience
- If you worked on a project, you may wish to briefly explain that project. What was its purpose, how was it designed, and what was your role in it? If you worked on several different projects, you may wish to focus on one or discuss more than one (but in less detail). If appropriate (and your employer permits it), you may wish to include photos.

Reflections
- What are you taking away from your experience? You might want to touch upon skills developed, knowledge gained, decisions made regarding future academic plans (courses, graduate work), and/or career plans. Will you approach your future academic and work term experiences in a different way based on your experiences this work term?

Advice for other co-op students
- Please remember that every work term is a learning experience. Why would you recommend your work term experience to other co-op students?

Acknowledgements
- Professionalism dictates that you thank the people who helped you during your work term and/or in the making of this work term report poster.

Co-op Work Term Report Employer Comments Form
- It is important that your employer review your work term report prior to submission to your Co-op Faculty Advisor on-campus. The Co-op Work Term Report Employer Comments form invites employer feedback, and requires your employer’s signature. Comments from your employer are useful for revising your report before submission. Additionally, your employer will be able to ensure that confidential information is not leaving the organization. The form is available on the CECS web site https://www.recruitguelph.ca/cecs/ (Click on Co-op Students in the top red banner, then click Co-op Forms left hand menu, then click Co-op Work Term Forms in the middle of the page, then select Co-op Work Term Report Employer Comments Form). Please attach this form to your work term report.

Poster Specifications
Dimensions – Landscape Mode*:
*Please note that the PowerPoint template is already formatted to these dimensions.

- Width - 142.24 cm (56 inches)
- Height - 91.44 cm (36 inches)

Suggested font sizes
- Title - 72
- Student Name -72
- Headings -44
- Main Text - 28
*You must use the template posted on the CECS website.*

- Do not be too wordy. A poster is not the same as an essay. Keep your sentences short, and use bullets liberally. **REMEMBER YOU WILL BE PRESENTING THE POSTER**, so you will have the opportunity to talk about the poster and your experiences.

- A diagram is worth a thousand words. Figures can be added to the PowerPoint by inserting jpegs, screen captures, etc. Be creative! Figures make posters interesting to look at, so do not be afraid to use them. Remember to label them. If you use images from other sources (ones you did not create yourself), you must properly reference the source.

- Do not use more than 3 font types. A nice large font that is easy to read is advisable (example Helvetica, size 28). Use italics and bold to emphasize important points, but do not overuse them.

- Use multiple grey tones, being careful not to overdo it. Keep the background white, so that ink is not wasted when the poster is printed.

**Submission of Your Work Term Report and Poster Presentation Event**

Work term reports are due 5 class days following the completion of the work term. For the poster, students are asked to email the PPT slide/poster in addition to the Co-op Work Term Employer Comments form to the Co-op Faculty Advisor (mkmnadv@uoguelph.ca) by the work term report deadline.

*Reports that are received late without prior agreement with the Faculty Advisor will be assigned a maximum grade of satisfactory*

**Poster Presentation**

Details of the time and location of the evening at which you will present your Poster will be provided no later than the first day of the semester you return to campus. If you are unable to attend, please contact your Co-op Faculty Advisor, at least one week in advance of the scheduled date.

- Be sure to arrive at least 20 minutes before the event is scheduled to begin to ensure that your poster is set up in the classroom and you are ready to discuss the content of your poster with faculty and students
- Arrive with your printed poster (56x36 inches, greyscale) and your Co-op Work Term Report Employer Comments Form (this is not the same as your co-op work performance evaluation).
- Posters can be printed by the Staples Copy & Print Centre on Stone Road. Save your poster as a .pdf and a .ppt file on a USB drive and drop it off for black and white printing. Please note that printing turnaround may take up to 24 hours, so plan accordingly.
- Since this is a presentation, business casual is expected.
Your Faculty Advisor will grade your Poster during the semester it was submitted. Your graded Poster should be picked up from the Department of Marketing & Consumer Studies at the end of the semester during which it was submitted. For example, Summer work term reports submitted 5 class days into the Fall will be available at the end of the Fall semester. You will need to keep all your work term projects for your Portfolio project which will be done in a subsequent work term.