

# DIRECT MARKETING LEADERSHIP DEVELOPMENT PROGRAM



## **DMEF Launches Direct Marketing Leadership Development Program: Student Applications Accepted Now**

The Direct Marketing Educational Foundation is pleased to announce its new Direct Marketing Leadership Development Program (DMLDP). Offering qualified applicants the opportunity to acquire valuable work experience through a **unique** combination of settings during a 12-month program in New York City starting July 2007!

The program will begin with an orientation at the Direct Marketing Association and throughout the program participants will attend training, networking events and other programming.

### **DMLDP Benefits and Features:**

- Placement at four different organizations—rotating three-month assignments at Goodman&Company, Harte-Hanks, Scholastic and Wunderman, and the **unprecedented** opportunity to acquire valuable experience working alongside some of the business' most experienced direct marketing professionals.
- Learn about the integration of direct marketing services and gain a comprehensive knowledge of the field.
- Interact and build relationships with individuals and organizations in the “world of direct marketing” and obtain firsthand experience of direct marketing management and operational resources.
- Learn diverse strategies and tactics for planning, marketing, and implementing direct marketing programs and services.
- Excellent opportunity for someone who is passionate about strategy and marketing.
- Exposure to the vast variety of potential career options available in the many disciplines under the direct marketing umbrella.
- Competitive salary and benefits package, direct marketing training and extensive networking opportunities.

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### **Qualified applicants must meet the following eligibility requirements:**

1. Graduates with a Bachelor's degree in Advertising, Business, Communications, Economics, English, Marketing, Psychology, Public Relations or comparable area of study.
2. Minimum 3.0 grade point average.
3. Program is not open to applicants with immediate family members employed at the following companies:
  - bookspan
  - Direct Marketing Association
  - Direct Marketing Educational Foundation
  - Goodman&Company
  - Harte-Hanks, Inc.
  - Wunderman

For more information, visit [www.the-dmef.org](http://www.the-dmef.org)  
or email us at [dmldp@the-dma.org](mailto:dmldp@the-dma.org)

