

LOYOLA UNIVERSITY CHICAGO DIETETIC INTERNSHIP CURRICULUM FOR SUPERVISED PRACTICE: MARKETING

Length of SP: 80 hours (10 days or 2 weeks)

Didactic: 2.5 hours (1 class x 2.5 hours/class)

Supervised Practice Experience	Supervise Practice Learning Activity	Evaluation Strategy	Competency Statement CD: Core CO: Community
Marketing	<ol style="list-style-type: none"> 1. The DI will review principles in class or seminars related to product development and marketing in relation to food products and/or nutrition services 2. The DI will perform marketing functions as directed by the SP through use of current or development of new market strategies. 3. The DI will pilot test new products(s), service(s), and/or product information as directed by the SP including collection, summary and report of data based on evaluations. 4. The DI will complete at least one of the following tasks: <ul style="list-style-type: none"> ▪ sales trends analysis for one or more products for 6 months, ▪ consumer response or satisfaction as assessed by surveys or focus groups, ▪ phone calls requesting product information or complaints, ▪ other responses to complaints, ▪ other as assigned. This will include collection, analysis, summary and interpretation of data related to product use. Products/services include (but not limited to): foods, food related supplies, pharmaceuticals, services, grocery sales, restaurant trends, nutrition programs and food contracts. 	<ol style="list-style-type: none"> 1. Attendance and participation 2. SP verification and comments; Activity Log review. 3. Written report to LUI with comments from SP. 4. Written report to LUI with comments from SP. 	<p>CD 1 CD 6 CD 12 CD 17 CD 18 CD 19</p> <p>Same as above</p>

Supervised Practice Experience	Supervise Practice Learning Activity	Evaluation Strategy	Competency Statement CD: Core CO: Community
Marketing	5. The DI will design a plan for improved response based on 4.0	5. Report to LUI with comments by SP	CD 1 CD 6 CD 17 CD 19
	6. The DI will prepare, complete and submit one media item (press release, local newspaper article, newsletter article or radio interview).	6. Review of LUI with comments by SP	CD 1 CD 6 CD 11 CD 12 CD 19
	7. Other duties, activities and projects as assigned by SP or LUI.	7. SP verification	CD 19
	8. Professionalism and ethical behavior, conduct and practice	8. SP verification	CD 1