



INTERNSHIP PROGRAM: MARKETING

12 to 16 Week Program

A Marketing Internship will be an opportunity to leverage one's creativity and passion for building brand awareness. You will gain marketing skills in content management, project management, collateral development and event management.

Week 1 – Company Overview – Learn the Brand, Vision and Strategy

Week 2 – Event Management – Leaving Lasting Impressions

Week 3 – Kadince Software – Importance of Tracking

Week 4 – Adobe Creative Cloud – Content Creation

Week 5 – Graphic Design – Content Design Continued

Special Projects

Week 6 – Social Media and Digital Marketing – Marketing for Today's Audience

Week 7 – Digital Signage – Design and Maintenance

Week 8 – Content Marketing - Content Creation and Optimization Tactics

Special Projects

Week 9 – Website Management – Analytics

Week 10 – Email Marketing – Building Efficiencies

Special Projects

Week 11 – Video Content Production – A Look that Produces Results

Week 12 – Additional Delivery Channels – Traditional Advertising

Final Project

Additional Information on Back

ELIGIBILITY:

- Pursuant of a degree relevant to Marketing and Business Communications
- Authorized to work within the United States
- GPA of 3.0 or higher
- Ability to commit a minimum of 15 hours per week
- Flexibility with evening and weekend events is a plus

For More Information, Contact:

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JOIN OUR TEAM

