



# 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 – Important of Tracking

**Week 4** – Adobe Creative Cloud – Content Creation

**Week 5** – Graphic Design – Content Design Continued

### **Special Project**

**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 Project**

**Week 9** – Website Management – Analytics

**Week 10** – Email Marketing – Building Efficiencies

### **Special Project**

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

**Week 12** – Additional Delivery Channels – Traditional Advertising

### **Special 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

