Typical Interactive Web Management Intern Responsibilities

The goal of an internship in interactive web management is to apply knowledge acquired in the classroom to real-world situations, as well as gain the skills and experience that is necessary to prepare the student for a successful career in interactive web management.

UW Oshkosh Interactive Web Management Highlights:
Interactive Web Management is offered as a BS, BA, and BBA degree with largely the same core content. It is offered and managed jointly by the four departments. The degree prepares students for work at the intersection of technology, marketing, public relations and media. The graduates of the program will be able to work in areas such as developing and managing web site presences, social media strategy, social media production, search engine optimization, and online brand presence.

Internship Overview:
Internships are professional experiences that students participate in to gain professional skills and experiences. Internships are structured as learning experiences that combine in-class theory with real-world applications. A valid experience for IWM majors is an internship or co-op that requires skills and knowledge obtained from major-specific courses. Positions should be similar to an entry-level position that these students would get out of college. IWM interns may work in Web development, Web design, online brand presence or Web marketing in a larger company, but also have the ability to manage an entire Web-based infrastructure for a small firm where one or two people might make up the entire IT staff.

Specific responsibilities may include:
- Website content creation
- External digital content creation
- Developing operational plans for harnessing emerging technologies
- Managing technology infrastructures
- Designing and implementing data collection and sharing mechanisms
- Analyzing and addressing ethical considerations of interactive technologies and online communities
- Providing privacy, security and protection of information assets
- Search engine optimization
- Digital project management

Projects students have done in the past:
- Find solutions to web design issues
- Usability testing
- Social media marketing
- Analytics research
- Search engine optimization research
- Creating content for e-blast campaigns and press releases
- Strategizing new creative marketing techniques
- HTML/CSS coding projects
- Web development support
- Branding design
- Mobile app development