

## Typical Marketing Intern Responsibilities

The goal of an internship in marketing 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 marketing.

### **UW Oshkosh Marketing Highlights:**

Students pursuing a marketing degree at UW Oshkosh learn to combine advertising, business logistics, research, product management and selling in targeted efforts to satisfy the consumer or the organizational buyer with products and services in an ongoing relationship. The marketing program is one of the largest majors in the college and is taught by a highly reputable faculty. Students learn the importance of working in teams and develop marketing plans and research reports. The marketing club is also very active on campus as well as with the Sales and Marketing Professionals of Wisconsin.

### **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 marketing majors is an internship or co-op that requires skills and knowledge obtained from College of Business marketing courses. Positions should be similar to an entry-level position that these students would get out of college. Marketing interns may work with product and brand management and/or internal and external communications. This may involve creating promotional materials, doing research on a target market, or selling the product/service to customers.

### **Specific responsibilities may include:**

- Performing sponsor recruitment
- Working in development and implementation (local, regional, and national)
- Placing and tracking advertising
- Media relations
- Interacting with clients
- Developing a strong understanding of company's products and services
- Selling to current customers and prospecting for new business
- Coordinating with internal departments to respond quickly to customer requests
- Attending business tradeshows
- Assisting with retail events

### **Projects students have done in the past:**

- Creating promotional materials
- Creating sales presentations and presenting to prospects
- Creating displays
- Planning special events
- Performing market research through interviews, focus groups and surveys
- Developing detailed marketing plans
- Coordinating special events
- Assisting in building a projects database
- Marketing data input and analysis
- Direct social media and blogging efforts
- Coordinate community involvement and relations