

Seidman College of Business
Marketing Internship Learning Objectives

Student Name: _____ Major: _____

Internship Title: _____

Company/Employer: _____

By doing the tasks checked below, my participation in this internship will allow me to explore different work environments and organizational cultures, learn to interact with diverse personalities, and assist me in determining if I am well-suited to career opportunities in this field:

Analyze how this internship fits into my career goals.

Promotions:

- Developing and promoting fundraisers.
- Developing promotional materials.
- Developing marketing and advertising budgets.
- Expressing creativity in print ads, web site designs, etc.
- Effectively designing and updating web sites.
- Matching the optimal media package with the chosen target audience.
- Writing media and press releases.
- Manage photo shoots for promotional materials.
- Help develop product samples.

Sales:

- Conducting a sales presentation and altering the presentation based on the needs of the customer.
- Creating and analyzing e-mail campaigns in an effort to create sales leads.
- Creating and analyzing promotional campaigns in an effort to create sales leads.
- Learning the different methods of selling and advertising.
- Understanding the selling procedure from prospecting for new clients to closing a sale.
- Gaining knowledge of the field sales team through participating in sales calls and trade shows.
- Manage sales force incentive program.

SCM/Logistics:

- Handle inventory from receiving to end-user shipment or internal implementation
- Conduct periodic physical inventory counts
- Assist with warehouse management processes
- Packaging/palletizing and shipment via UPS, USPS, FedEx, or other couriers and 3PLs.
- Interface with the accounting department as necessary to deliver invoices, packing slips and hardware requests
- Provide shipment tracking information, price quotes and general order support to both customers and supervisors
- Management of container/truck loading and unloading process

- Retrieve any damaged or out-of-date product from customer locations to return to manufacturer or brand owner
- Complies with federal, state, and local warehousing, material handling, and shipping requirements by studying existing and new legislation; enforcing adherence to requirements; advising management on needed actions
- Produce regular reports and statistics on a daily, weekly and monthly basis
- Keeps equipment operating by enforcing operating instructions; troubleshooting breakdowns; requiring preventive maintenance; calling for repairs

Research:

- Conducting market research.
- Conducting interviews and observing sessions, analyzing data, and presenting findings in a formal report.
- Conducting surveys and hosting focus groups in order to generate ideas and gain insights into new products.
- Develop skills for researching demographic information needed to reach target markets.
- Conducting internet marketing analysis.

Retail:

- Utilize consumer and industry trends to make merchandise planning and assortment decisions.
- Assist with space allocation decisions.
- Gain exposure to managing retail-vendor relationships.
- Help manage visual merchandising.
- Help manage customer service and/or customer relationships.

Other:

- Branding a product, service.
- Creating a marketing plan.
- Developing and enhancing collaborative and teamwork skills.
- Gaining knowledge of the differences in marketing approaches with not-for-profit organizations.
- Gaining knowledge on the different marketing techniques that are used between the U.S. and Europe.
- Help with new product launch.
- Help develop marketing strategy, including positioning.
- Assist with employee branding and internal marketing.
- Other: _____.
- Other: _____.
- Other: _____.

_____ **Faculty Signature** _____ **Date**

_____ **Faculty Name (Please Print)**