**{Insert Logo or Company Name}**

**OVERVIEW OF INTERNSHIP**

**Marketing Internship Position – (Term 20xx)**

**Template Instructions: Remove items in blue and replace with your content (in black).**

**Internship Details –** Internship will be a minimum 12 weeks in length.

Projected Start Date -

Projected End Date -

Projected hours worked per week –

Hourly wage and any additional benefits -

**Company Information -** (Background, Scope of Business, Size, Location)

**Description / Purpose of Internship –**

Include the purpose of your internship and overall description.

**Overview of Experiences** -   
Provide an overview of responsibilities and experiences. Include a timeline for the 12 weeks (may not be exact, but approximate amount of time spent in each area).

**Learning Objectives or Milestones**

Indicate each area the intern will be exposed to during their internship experience.   
Click on the box to indicate if this component will be addressed during the internship experience.

Sales and merchandising

Market segmentation

Forecasting

Pricing

Product development/launches

Channel management

Market research activities

Buying or purchasing

Public relations activities

Customer service

Social media

Event planning

Advertising

  Strategy/account planning

  Creative/media buying

  Copywriting

**Projects**

Projects the intern will be assigned, if known.

**Additional Experiences**

Indicate experiences that will be part of the internship which may not fit above. May include experiences your company exposes an intern to or that your company requires of interns. Examples might include:

* Weekly review with assigned supervisor
* Company outings
* Training and development opportunities for interns

**Contact Person & Contact Information** –

List the contact person(s) that the University will be working with during the internship experience