**{Insert Logo or Company Name}**

**Internship Proposal**

**Marketing Internship Position**

**Semester of Internship – Summer 20xx**

**Instructions:** Remove items in blue and replace with your content (in black). After completing the Internship Proposal, return to the student for review. The student will forward to the Career Center indicating their intent to pursue this experience for an academic internship. The Career Center will review and communicate approval of the position through the student.

**Student Contact Information**

Name   
Email Address

Telephone Number

**Company Main Contact Person’s Information**

Name

Title

Email

Telephone

Address

**Internship Details**

Fall and Spring semester internships must be at least 12 weeks in length.

Summer semester internships must be at least 10 weeks in length.

Projected Start Date - xxxxx

Projected End Date - xxxxx

Hourly wage and any additional benefits – xxxxx

Projected hours worked per week – xxxxx

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

**Description / Purpose of Internship –**

Include the purpose of your internship and overall description.

**Learning Objectives or Milestones**

Select the appropriate boxes to indicate which components will be included in the internship.

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

**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).

**Projects**

Projects the intern will be assigned, if known. If not definite, provide possible examples.

**Additional Experiences**

Indicate experiences of the internship that were not included above. Examples might include:

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

A document with text on it

Description automatically generated**AGREEMENT OF TERMS:** **I have read the student and employer policies below and agree to comply.**

