**{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.

[ ]  Market Research and Analysis

 [ ]  Data Collection

 [ ]  Statistical Analysis

 [ ]  Report Generation

 [ ]  Presentation of Findings

[ ]  Content Creation and Management

 [ ]  Copywriting

 [ ]  Content Strategy

 [ ]  Digital Storytelling

 [ ]  SEO Best Practices

[ ]  Campaign Planning and Execution

 [ ]  Project Management

 [ ]  Campaign Strategy

 [ ]  Performance Metrics

 [ ]  ROI Analysis

[ ]  Brand Development and Management

 [ ]  Brand Strategy

 [ ]  Visual Identity

 [ ]  Messaging Consistency

 [ ]  Brand Positioning

[ ]  Customer Relationship Management (CRM)

 [ ]  CRM Software Proficiency

 [ ]  Customer Segmentation

 [ ]  Data Analysis

 [ ]  Personalized Marketing

[ ]  Event Planning and Coordination

 [ ]  Event Logistics

 [ ]  Vendor Management

 [ ]  On-Site Coordination

 [ ]  Post-Event Analysis

[ ]  Cross-Function Collaboration

 [ ]  Interdepartmental Communication

 [ ]  Teamwork

 [ ]  Collaborative Problem-Solving

[ ]  Professional Development and Networking

 [ ]  Networking

 [ ]  Professional Communication

**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

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

