**{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

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.**

