**BUS 400 - Marketing Internship**

**Semester or time period:** Spring 2022

LUJ internships are awarded 1 credit hour for every 50 hours of work. The marketing internship may offer up to 3 credits (or 150 hours) to be completed during the Spring ‘22 semester.

* 1 credit = 50 hours
* 2 credits = 100 hours
* 3 credits = 150 hours

**Schedule / shifts:**

The weekly schedule and shifts will be determined together by the student intern and department supervisor (Chiori Suzuki - Marketing Coordinator). Some shifts may require on or off-campus activities, as well as on-campus or remote meeting participation.

**Scope of position:**

Assist the marketing department in their advertising and promotional efforts. The main duties include building social media campaigns, as well as preparing promotional materials and presentations. This will be an unpaid internship.

**Primary Responsibilities:**

* Monitoring and managing the university’s social media platforms, and adjusting outreach tactics as needed
* Preparing marketing materials based on the university’s needs
* Creating graphic representations of data and translating them into easily readable content for stakeholders and other departments
* Creating and posting content on the university’s main and/or external websites

**Desired skills:**

Though not a requirement, preference will be given to applicants with:

* An understanding and familiarity with basic social media platforms (i.e. creating and posting content, features available with the platforms, etc.)
* Commitment to working well in a team and the ability to work autonomously
* Outstanding written and verbal communication skills (Japanese and/or English)
* Attention to detail and strong organizational skills
* Experience with Adobe Photoshop (or other editing software) and/or video editing skills

**To apply:**

Students with at least a sophomore standing (30 or more completed credit hours) or higher who are interested in applying should send an email directly to Chiori Suzuki at [suzuki@japan.lakeland.edu](mailto:suzuki@japan.lakeland.edu). Please include the following information in the email:

**[Subject line] Marketing internship position**

**[Email content]**

* Your full name and LUJ student ID
* Your current degree program (A.A. or B.A.)
* A brief summary of why you are interested in the marketing internship position
* Any skills or past experience you think will help you in this position

Internship applications will be accepted until Nov. 1, 2021. Upon receiving your email, the marketing department will contact you and schedule an in-person or zoom interview to discuss the position in more detail.

Thank you.