

PROSPECTIVE EMPLOYERS

You may have projects or opportunities in a marketing related field which would prove valuable to some of our intern students. If you choose to hire a DePaul Marketing intern, your mentoring will show him/her insights to your business and industry.



PROSPECTIVE INTERNS

An internship is an experiential learning opportunity where you can study an organization from the inside as opposed to through the classroom.

STEP 1: DEVELOP AN INTERNSHIP

Create a job description outlining the duties and requirements of the position. We require the following in order to be an approved position:

- The majority of the internship duties should be marketing related.
- The internship should last 10 weeks and students need a minimum of 10 hrs/week.
- The intern should have a direct supervisor who will take the responsibility of guiding his/her experience and providing him/her with the proper mentoring.

** Please note that although we do not require companies to provide compensation for the interns, paid opportunities tend to receive a larger variety of applicants.

STEP 2: OFFER THE POSITION TO OUR LOOKING STUDENTS

Contact our office (skelly@depaul.edu) to make sure the internship is offered to marketing students. You will receive resumes of candidates shortly after the job description is received.

STEP 1: APPLY FOR AN INTERNSHIP!

Send your resume to companies about two months prior to your desired quarter of enrollment. Either use the MIP program for help to find a job, or bring in an outside company as long as it fits these requirements:

- Duration of at least 10 weeks
- Working at least 10 hours/week
- Workload is mostly marketing related activities

Some of our participating companies include:

- Ford Models Inc.
- Pepper Global
- Smith Barney
- The San Jose Group
- MTV Networks
- ...And more!

STEP 3: INTERVIEW

After receiving resumes of students from the office, set up interviews of the candidates at your convenience. If you are interested in hiring a student, begin/end dates and weekly schedules can be arranged between you and the intern. You will simply need to fill out an Acknowledgment of Hire form to ensure the intern receives credit.

STEP 4: INTERNSHIP BEGINS

After hiring an intern, you handle what duties and projects he/she is responsible for. At the end of the quarter you can give us your feedback about the intern's performance through the Supervisor Evaluation which is part of the final grade for the internship course. Once the intern is finished, feel free to contact us to find another student for the next quarter!

STEP 2: MKT 393 COURSE

While employed at your internship you will take the MKT 393 course. The course is designed to enhance your internship experience through journaling assignments and a final marketing project designed around your specific industry.

STEP 3: BENEFIT FROM THE EXPERIENCE!

Many students use their final portfolios in future interviews for jobs and to help further their careers. There is also potential to continue the internship through the year or as a full-time position.

IN ADDITION...

MULTICULTURAL MARKETING- HISPANIC MARKETPLACE PROGRAM

DePaul's Marketing Department started an undergraduate Multicultural Marketing-Hispanic Marketplace program. We are looking for positions where students can learn from those who are marketing to the Hispanic Marketplace. If you are a student and want to gain this experience or if you are with an organization that has a multicultural department/division, please contact the MIP office.



“The mentoring and experience I gained throughout the internship allowed me to create an in depth marketing analysis of the company and industry while placing theory into practice.”

— **Joanna Serrano** Former MIP Student and participant in the Multicultural Marketing-Hispanic Marketplace Major



Department of Marketing

Marketing Internship Program



Thinking about...
INTERNSHIPS?

CONTACT INFORMATION

Please contact us for
more information:

**Marketing Internship
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Coordinators

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THINK MARKETING INTERNSHIPS...

Whether you are a company or a student, the DePaul Marketing Internship Program is here to help match upper-level undergraduates and some graduate level students with fulfilling real-world experiences. Don't hesitate to start benefiting from a successful internship program!