



## Marketing and Promotions Internships

Thank you for your interest in Seminole Sports Marketing. To apply for the 2018 Fall Internship, send a cover letter, resume, questionnaire and your marketing plan via e-mail to [tosborne@fsu.edu](mailto:tosborne@fsu.edu) by Wednesday, April 11, 2018. If you have any questions, please contact Ty Osborne at [tosborne@fsu.edu](mailto:tosborne@fsu.edu).

### Internship Objectives

- Gain valuable experience in the field of collegiate athletics
- Develop key marketing and promotions-related skills
- Interact with businesses in the community and across the country

### Job Description

#### **Office** (work in office and at events)

- Assist in marketing, promotions and game operations for Florida State University athletic events and NCAA hosted tournaments.
- Distribute posters, schedule cards and other promotional materials
- Assist staff in creation and implementation of sports marketing plans and completion of sport season wrap-ups
- Other daily assignments as assigned by staff

#### **Game Day** (work at events only)

- Assist in marketing, promotions and game operations for Florida State University athletic events and NCAA hosted tournaments.
- Interact with fans who attend home Florida State athletic events

### Perks

- Network opportunities with athletic department and corporate partners
- Complimentary merchandise and apparel when available
- Opportunity to be involved with one of the premier athletic programs in the country

### Criteria for Selection

- Must be able to work 12-15 office hours per week- (*Office Interns only*)
- Must be a full time Florida State student in good academic standing
- Commitment of one semester
- Good written and verbal communication skills
- Ability to work on multiple projects at same time and meet deadlines
- Good organization skills
- Ability to work well with others
- Professional appearance and conduct
- Able to lift over 20 pounds and have a good driving record

Name: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

## **Seminole Sports Marketing Internship Questionnaire**

**Please submit with your cover letter and resume.**

Why do you want to intern here?

What qualifications do you have that relate to the position?

Why should we hire you?

## **Marketing Plan**

**Please submit with your cover letter and resume.**

**Please create a 1-page marketing plan for one of the following events:**

*Soccer vs. Duke | Volleyball vs. Miami | Friday Night Block Party*

How would you market the game/event? Is there a theme for your game/event?  
Who is your target market? Would you have any promotions?

**\*\*If you can create graphics, please showcase your skills on your plan.**

**Submit your resume, cover letter, questionnaire and marketing plan by Wednesday,  
April 11, 2018.**