

Bull Moose Marketing Student Internship – 2019 - 2020



Program Overview: The Bull Moose Marketing Student Internship offers qualified students the opportunity to gain real-world marketing skills through a combination of classroom instruction and hands-on application. The program focuses on teaching participants the fundamentals of building a marketing strategy using the same processes employed by our agency for clients. Classroom instruction will be conducted by Bull Moose Marketing’s experienced professionals who will teach students the “how-to” aspects of strategy development which students will then apply to a collaborative class project and to actual client work. This internship requires 2 hours of classroom instruction and up to 8 hours of project/client work per week. To successfully complete the internship, students will be required to develop, as a group, a marketing strategy brief for a client business and present it to the business owners as well as faculty.

Students will be exposed to brand messaging, content development, social media marketing, search engine marketing (SEM), website development, user experience (UX), marketing technology applications, and marketing analytics which they will then put into practice with business-to-business, business-to-consumer, and nonprofit clients. Students can apply this while working for **Allegheny Inbound Marketing**, or AIM – a student-staffed marketing agency providing services to area businesses and non-profits. See their website for more: www.alleghenyinboundmarketing.com

Students will have the opportunity to complete the below training certifications considered highly desirable by employers:

- Inbound Marketing (*required*)
- HubSpot Marketing Automation
- HubSpot Social Media Marketing
- HubSpot Content Marketing
- Google Analytics
- Growth-Driven Website Design

Eligibility: Interested students must be a Sophomore, Junior or Senior in good standing, be recommended by a Faculty Advisor, provide a resume, and pass the interview process. All academic majors will be considered. Use the contact info below for questions. Those interested can submit their information at our website under the Careers tab - <http://bullmoosemarketing.com/careers/>

Students must complete the instructional portion of this program to be eligible for a paid position at AIM. Students can continue working for AIM for as long as they are enrolled as a full-time student.

Application Period:	Any time (students may apply in advance for upcoming semesters)
Class Size:	4 to 6
Credit Hours:	4
Grading:	Credit / No Credit
School - Class:	COMRT*529 (<i>Check with Your Advisor</i>)
Time-Period:	Fall 2019, Tuesdays and Thursdays, 8 – 9am (<i>Tentative classroom schedule</i>) August 27 to December 6, 2019
Location:	Bull Moose Progressive Marketing (Main Office) 847 N. Main Street, Suite 201B Meadville, PA 16335
Program Contact:	Ron Mattocks – Owner, VP of Client Strategy 814.813.1312 rmattocks@bullmoosemarketing.com