

SMALL BUSINESS INTERNSHIP INITIATIVE



Small Business Development Center
The University of Scranton
Helping businesses start, grow, and prosper.

INTERNSHIP OPPORTUNITY

SPRING 2016

Now Accepting Applications for:



(1) Business Internship
Scranton, Pennsylvania

<https://agents.allstate.com/brigitte-burke-scranton-pa.html>

*The best of both worlds – A national company with local agency ownership!
Experience how small business and high expectations for customer service go hand-in-hand for success!*

- 10-15 hours per week; 10 weeks
- Daytime business hours, starting January 2016
- \$8/hour
- Downtown Scranton! ~ 920 No. Washington Ave

Preferred Educational Background:

Do you have coursework and/or practical experience in general business topics and social media platforms?

An interest in entrepreneurship?

Expected Projects*:

Develop your business communication skills:

- **Practice research skills and business instinct...** to help assess new marketing avenues and customer needs. Analyze how to take advantage of the opportunities to reach clients/markets;
- **Use analysis...** to develop promotional news/promotional plan, help improve current methods for business to reach local community;
- **Engage...** the agency's current customers and a new audience with new programs, educational info, and more through: Social media, email, newsletters and phone communication.

**All projects subject to change.*

Learning Objectives:

- Gain an in-depth understanding of small business ownership through an agent of a national brand;
- Be able to provide supported recommendations of efficient customer service and marketing methods for a service business;
- Identify and explain various facets of insurance policies and business.

Other Preferences:

- Strong writing and speaking skills
- Ability to professionally communicate
- Ease working with social media platforms

Career Services Partners:

- Johnson College
- Keystone College
- Lackawanna College
- Marywood University
- Penn State – Worthington
- Summit University
- The University of Scranton

How to Apply:

In order to apply, you are required to follow the internship application process. Send your resume and cover letter to internships@scrantonsbdc.com.

Note "Burke Agency" in the cover letter and within **the Subject Line** of your email. Note within your cover letter where you learned of this opportunity.

Please: **Do not** contact Burke Agency directly.

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