



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

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## BUSINESS DEVELOPMENT INTERNSHIP OPPORTUNITY FEBRUARY-MAY 2016

**Apply Now**



**Contribute your strategy ideas to develop a new market in an online trade show promotions business!  
Help make a marketing and recruitment plan happen!**

[www.poorrichardspromos.com](http://www.poorrichardspromos.com)

*Deadline for application: January 8, 2016*

- Spring semester 2016
- 10 daytime business hours per week

- \$10/hour *or for credit pending school-student-business agreement*
- Dickson City, PA

### **Preferred Educational Background**

Do you enjoy putting your critical thinking and marketing ideas to the test?

Do you have coursework and/or practical experience in Business, Marketing, or IT/Comp Sci?

An interest in working with fellow students to develop an internal team for a web-based business?

### **Expected Projects\***

Develop your business skills through:

...Building out ideas, feasibility, and a plan with the business owner for a new market- the student population;

...Helping develop a referral network aimed at students/generating student employment through sales;

...Putting together training tutorial ideas, aid in developing business infrastructure, while implementing current philosophies and branding of the business. *\*All projects subject to change.*

### **Learning Objectives**

- Gain an in-depth understanding of a 100% online product business;
- Be able to explain and provide valuable student input to a new market development process;
- Use what you've learned to identify student leadership qualities and link a communications plan to student populations locally.

### **Other Preferences**

- Self-starter with ability to complete independent work, some virtual
- An interest in entrepreneurship/coursework in entrepreneurship
- Ability to work variety of EST days/hours
- Moderate web design skills helpful

### **Career Services Partners:**

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

### **How to Apply**

In order to apply, you are required to follow this application process:  
Send your resume and cover letter to [internships@scrantonsbdc.com](mailto:internships@scrantonsbdc.com).  
Note "Poor Richards" in **the Subject Line** of your email and in the cover letter.

*\*Tell us where you learned of the opportunity.*

It is requested that you **do not** contact Poor Richards Promotions directly.

**Posting Date:** November 25, 2015