

INTERNSHIP OPPORTUNITY

SUMMER 2015

Now Accepting Applications for:



(1) MARKETING Internship

Scranton, Pennsylvania

www.condronandcosgrove.com

Deadline for Application: **April 20**

**Develop your marketing and social media skills within current projects of many different industries!
A hands-on learning opportunity for a student interested in training within a seasoned creative services firm
in the heart of downtown Scranton!**

- 10-20 hours per week; 10 weeks: Summer 2015
- Daytime business hours

Preferred Educational Background:

- Coursework and/or practical experience in Marketing/Public Relations, Advertising, or Communications.
- Interest in entrepreneurship.

Expected Projects*:

The student will develop their marketing skills through:

- Lending and putting to use knowledge in each service component of a full-service marketing firm: strategic marketing, advertising, multi-channel communication, public relations, and media-buying;
- Performing work as part of marketing department to execute full-scope marketing/PR/advertising campaigns, which may include taking part in conceptual starts/idea sessions on segments of or full-scope campaigns, staff and client meetings, support to elements such as media planning and buying, TV shooting/acting as grip, participation in PR opportunities/events.
- Promoting Condron & Cosgrove in networking opportunities and/or to potential clientele.

**All projects subject to change.*

- \$8/hour

- @ 220 Penn Avenue, Suite 303, Scranton, PA

Learning Objectives:

- Identify and define all facets of a marketing campaign, from start to completion;
- Learn how to deliver a business marketing concept through: writing, art, and/or verbal presentation;
- Easily participate in a professional business/team environment and client/staff meeting atmosphere;
- Synthesize and evaluate a client's creative services needs; translate into work steps and goals.

Other Preferences:

- Solid time management and writing skills.
- An understanding of business application to social media.
- Self-starter with ability to complete independent work.
- Prior display of work ethic and extra-curricular participation.
- Ability to work variety of EST days/hours.

**Career Services
Partners:**

- Baptist Bible College & Seminary
- Johnson College
- Keystone College
- Lackawanna College
- Marywood University
- Penn State – Worthington
- The University of Scranton

How to Apply:

Send your resume and cover letter to internships@scrantonsbdc.com.

Note "Condron" in the cover letter and also within **the Subject Line** of your email. Please note: It is requested that you **do not contact Condron & Cosgrove directly**. In order to apply, you are required to follow the internship posting application process noted.

Posting Date: March 27, 2015