



## 6-Step Employer Checklist and Sample Position Description

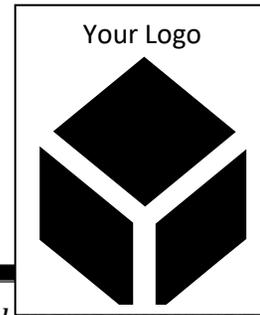
Academic Internships at the Lutgert College of Business require faculty approval and follow the academic calendar. Students must work 150-220 hours within the semester dependent on their major; full or part time. Students may be required to complete additional research or related projects to complement their field experience.

To get started:

1. **Identify who will provide regular guidance and feedback to the intern.** Internship mentors must be professionals with expertise in their field of study or discipline.
2. **Determine your timing.** Hours must be accumulated during the semester. Students may NOT accumulate hours for previous or future semesters. Students may only take one 3-credit course elective.
3. **Determine Compensation.** Helpful tip: Many of our students must work while attending college. To attract quality applicants, paying the intern is HIGHLY recommended. For paid internships, minimum wage is required; \$10-14/hour is recommended.
4. **Use the following example to develop an internship position description.** LCOB faculty must approve this document for students to be enrolled in their internship course. The learning experience must be NEW. Part time jobs may not count for academic credit.
5. **Register on and post your positions on** <https://fgcu-csm.symplicity.com/students/>; a free university-supported job board.



**Title:** Include your logo and use the terms “academic” and “intern”. List the department or location where the intern will work.



## Academic Internship at Name of Your Company Marketing Intern-Community Relations Department

**Description:** Opportunity to develop your marketing portfolio and marketing skills by supporting the branding and launch of new services for our customers in the \_\_\_\_\_ and \_\_\_\_\_ market segments. You will research competitors, develop content for industry blogs and assist with client presentations. Great fit for *marketing or management majors interested in corporate and not-for-profit communications.*

Our company has been serving Southwest Florida since 1945. We represent the \_\_\_\_\_ in the field in \_\_\_\_\_. Our employee-centered, performance-driven culture values input from \_\_\_\_\_.

Our mission is to \_\_\_\_\_ and \_\_\_\_\_. If you \_\_\_\_\_ and \_\_\_\_\_ then we invite you to apply.

### **Responsibilities and Learning Outcomes**

- Learn how to implement, launch and maintain social media content, campaigns and \_\_\_\_\_ utilizing LinkedIn, Facebook, Twitter and Pinterest.
- Develop skills in optimizing outreach programs using multi-channel marketing techniques.
- Assist in the design, development, distribution and measurement of email campaigns targeting regional employer base.
- Practice Excel skills by organizing, analyzing and presenting data.
- Develop and analyze customer satisfaction and retention data.
- Prepare for, attend and facilitate meetings with \_\_\_\_\_.

### **Preferred Knowledge, Skills & Abilities:**

- Interested in and adept with social media.
- Interest in building public relations and community relations skills by leading and participating in special events.
- Willingness to operate independently, take initiative and work with others.

### **Required Qualifications:**

- Completion of Introduction to Marketing/MAR 3023
- Experience with Microsoft Office (i.e. Word, Excel, and Ppt.)

**Working Hours:** 150-220 hours within the academic semester required for students seeking 3 academic credit hours will vary dependent upon student availability and program requirements.

### **Application**

For more information please send resume and email expressing your interest to: <your employer email>.

**Description:** Be specific and list the tasks and majors you are seeking. Include a description of your company, products, services and culture.

**Responsibilities and Learning Outcomes:** Be sure to list tasks and activities that reflect the education process. Use “learn”, “develop” and “gain knowledge”.

**Preferred Knowledge, Skills & Abilities:** Identify qualifications as “preferred”. To draw a stronger applicant pool avoid using “must”.

**Required Qualifications:** Be specific about requirements. Include specific FGCU courses if applicable.

**Working Hours:** Students are busy! Be specific about schedule requirements or state your flexibility.