Global Programs

Marketing & Promotion Internship
International Education Week 2015

Department Overview

Global Programs advances Boston University's global strategy and serves as a champion for internationally oriented initiatives at home in Boston and abroad. We work to support a stronger, larger, and ever more diverse portfolio of global activities that builds on BU's strengths.

The internship:

As an intern, you will work directly with the Strategy & Communications functional unit, the team responsible for managing global development opportunities, building collaborative partnerships, and communicating to the University how these goals are being achieved. You will be working on International Education Week 2015. In this role, you will learn how to develop an outreach strategy and implement a marketing campaign, which may include projects involving brainstorming potential social media and traditional promotion plans, work with graphic designer in developing collateral, copy writing, event planning, community outreach, and data tracking and reporting.

Supervisor/Mentor:

Although you will report directly to one supervisor, guidance and mentorship will come from a variety of sources to introduce the concept of working in a dynamic, multi-faceted professional setting and enhance the learning experience. Your supervisor will be the Managing Director for Strategy & Communications in Global Programs.

Learning Outcomes:

You can expect to leave the experience with a stronger understanding or ability for the following:

- Helpful skills in developing a professional network of contacts to leverage for current and future projects.
- Verbal as well as written communication skills
- Team collaboration (live as well as virtual)
- Research and organizational skills
- Time management
- Tools that will allow you to develop an outreach strategy for an organization, campaign, product, or service.
- Strategies for planning and executing an event that will meet your organization’s needs and the expectations of your target audience.
- The ability to update website content and create new pages using Wordpress, as well as analyze web traffic using Google Analytics.
- Other strategies for using data analysis to drive decision processes and build support for a project proposal.

How to Apply

Please apply online at http://www.bu.edu/casprograms/programs/internships