



Marketing



Placements

Around the globe, marketing can take on analytical and business roles of planning budgets, add spends, forecasting return on investment and more as well as the creative side of advertising, social media, campaign management and more. Both focuses are delivered through specific departments across industries or in specific marketing agencies or consultancies. Supporting marketing as a virtual intern is so much more than delivering a social media campaign and can include research and analysis, design and creativity, content development, and project management.

Skills You'll Learn and Apply During a Marketing Internship

- Account Management
- Brand awareness
- Business Proposal Support
- Buyer/User Needs
- Content Creation
- Copywriting - Website, Blog, Marketing
- Creating SWOT analysis
- Customer Segmentation
- Digital Marketing - Adwords, SEO, E-mail
- Exposure to CRM systems
- Market Research for Increased Sales
- Marketing Campaign Management
- Paid vs Organic Marketing
- Social Media Marketing

Marketing Companies Cross Section

15%



are Large Companies or International Corporations

30%



are Small and Medium-sized Enterprises

55%



are Start-up & Entrepreneurial Companies

Host Company and Project Examples

Sustainable, Ethical and Vegan Fashion Brand

Marketing Intern brainstorming the ideas and then strategizing the same with the PR & Marketing head of the Company. Planning and Execution of the Marketing campaigns created as part of the overall marketing strategy.

Large Independent PR, Digital and Experiential Agency

Market Research Intern completing market analysis for a variety of clients in the APAC market- using both English and Chinese media sources.

International Language Educator

Digital Marketing Intern helping to improve the product and the website by sharing your ideas with the rest of the team. Learn from the current markets' customers (read reviews, feedback and by talking to them) to understand how to improve the value proposition (product, price, etc), and make recommendations to the head of marketing.