

FLORIDA STATE

Marketing and Promotions Internships

Thank you for your interest in Seminole Sports Marketing. To apply for the 2019 Fall Internship, send a cover letter, resume, questionnaire and your marketing plan via e-mail to tosborne@fsu.edu by Friday, April 5, 2019. If you have any questions, please contact Ty Osborne at tosborne@fsu.edu.

Internship Objectives

- Gain valuable experience in the field of collegiate athletics
- Develop key marketing and promotions-related skills
- Interact with businesses in the community and across the country

Job Description

Office (work in office and at events)

- Assist in marketing, promotions and game operations for Florida State University athletic events and NCAA hosted tournaments.
- Sponsorship fulfillment at FSU athletic events
- Distribute posters, schedule cards and other promotional materials to local community
- Assist staff in creation and implementation of sports marketing plans and completion of sport season wrap-ups
- Content creation for social media platforms
- Other daily assignments as assigned by staff

Game Day (work at events only)

- Assist in marketing, promotions and game operations for Florida State University athletic events and NCAA hosted tournaments.
- Interact with fans who attend home Florida State athletic events

Perks

- Network opportunities with athletic department and corporate partners
- Complimentary merchandise and apparel when available
- Opportunity to be involved with one of the premier athletic programs in the country

Criteria for Selection

- Must be able to work 12-15 hours per week
- Must be a full time Florida State student in good academic standing
- Commitment of one semester
- Good written and verbal communication skills
- Ability to work on multiple projects at same time and meet deadlines
- Good organization skills
- Ability to work well with others
- Professional appearance and conduct
- Able to lift over 20 pounds and have a good driving record

Name: _____ Phone/Email: _____

Seminole Sports Marketing Internship Questionnaire

Please submit with your cover letter and resume.

Why do you want to intern here?

What qualifications do you have that relate to the position?

Why should we hire you?

Marketing Plan

Please submit with your cover letter and resume.

Please create a 1-page marketing plan for one of the following events:

Soccer vs. Duke | Volleyball vs. Miami | Friday Night Block Party

How would you market the game/event? Is there a theme for your game/event?
Who is your target market? Would you have any promotions?

****If you can create graphics, please showcase your skills on your plan.**

**Submit your resume, cover letter, questionnaire and marketing plan by Friday, April 5,
2019**