



Internship (or Co-op) Title: Downtown Marketing and Promotion Specialist
Department Location: City Hall (26 S. Phelps St.)
Supervisor's Title: Downtown City Director
Desired Semester(s): Spring 2008, Summer 2008

ORGANIZATION / INTERNSHIP SELLING POINTS:

Individuals selected for the Downtown Marketing and Promotion Specialist internship will be granted a unique opportunity to plan and market events for the downtown area. Individuals with individualistic, creative and aggressive marketing ideals will be strongly considered. Above and beyond the “official” hours of planning and marketing, interns will be expected to attend meetings with community leaders, events that they have helped plan and market, and will network with the business, academic, and political community. This internship is designed for students whom seek challenge and whom ultimately desire to make a meaningful contribution to the revitalization of the city of Youngstown, first and foremost.

INTERNSHIP LEARNING OBJECTIVES:

1. Will test and compliment marketing theory and practice in a challenging and important, real-world opportunity.
2. Students will learn and see how the context of the decisions and ideas they make positively effects the urban environment comprehensively– from economic, social, as well as, political.
3. Skill in the use of technology (ex. website, blogs, MySpace/Facebook, etc.) in marketing will be refined.
4. Students will gain an extensive understanding of the urban revitalization process in the city of Youngstown (i.e. Youngstown 2010), will meet individuals, organization, and leaders leading this effort, and will learn how marketing plays a critical role.

INTERNSHIP DUTIES / RESPONSIBILITIES:

Interns will be expected assist with the planning and decision making process regarding various events in the immediate downtown area; will attend planning meetings with business owners, city department heads, citizens and students; will be expected to attend events and help in monitoring progress and feedback; will largely assist in the physical and electronic distribution of marketing materials as well as perform various administrative functions as needed; will assist in the continual upkeep of the electronic marketing tools (website, blogs, MySpace/Facebook, etc.).

MINIMUM QUALIFICATIONS:

1. Open to all undergraduate Advertising and Public Relations and Marketing majors with “Senior” level standing AND/OR MBA graduate students.
2. Must possess at least a 3.2 cumulative GPA (3.4 or higher in area of concentration/major) for undergraduates. 3.7 GPA or higher for MBA graduate students.
3. Must have average/above average skills in use of electronic marketing tools (ex. Website, blogs, MySpace/Facebook, etc.)

ADDITIONAL SKILLS PREFERRED:

1. Strong communication/social as well as strong skills in use of electronic marketing tools.
2. Involvement in extracurricular activities (ex. Student Government, Student Activities Board, etc.).
3. Understanding of the physical layout of the downtown area.
4. Understanding of Youngstown’s urban revitalization efforts (i.e. Youngstown 2010).
5. Familiarity of Youngstown related websites, blogs, and current marketing efforts.

Internship Description Approved by: _____ Date: _____

Department Chair's Signature

COMPENSATION:

Interns are required to complete 400 (daytime majority) onsite hours and will receive a \$350 stipend upon successful completion of the internship (to be presented on the Monday of finals week, per semester). .

CONTACT INFORMATION:

Employer: City of Youngstown
Address: 26 S. Phelps St.
City/State/Zip: Youngstown, OH 44503
Main Phone Number:
Website Address: www.cityofyoungstownoh.org
***Contact Person:** Phil Kidd
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Intern Supervisor: SAME
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