



The BrandLab Internship Program Overview

After students successfully complete The BrandLab curriculum they are encouraged to apply for the summer internship. For outstanding students inspired to pursue a career in marketing, our corporate partners provide internships to gain valuable real-world experience.

By agreeing to partner with The BrandLab to host an intern(s) your business is taking action to increase diversity in the future of the marketing industry. Hosting an intern directly supports The BrandLab's mission to provide opportunities in the marketing industry for students with diverse cultural and socioeconomic backgrounds.

What does The BrandLab ask the corporate host to provide?

- A paid internship at a minimum of \$9.00/hr
- Offer between 12-20 hours per week for eight weeks
- Exposure to various departments in the company
- Opportunities to attend and observe higher level strategy meetings and brainstorming sessions
- Opportunities to attend and observe client or agency conference calls

Supervisor Responsibilities:

- The internship takes place from mid-June to mid-August with interns working between two and three days per week.
- The BrandLab Intern Program is well supported with tools, training and ideas on how to make this successful for the supervisor as well as the intern.
- The first responsibility is to create a job description and rough work plan.
- Identify specific project(s) with deliverables. As much as this experience benefits the interns, it can and should also provide a valuable service for you. When we require specific tasks, the students arise to the challenge. Previous interns have:
 - Monitored and researched social media topics
 - Created department org charts and employee directories with photos
 - Filmed and edited videos of their intern experience
 - Performed secondary research
 - Created case studies on company projects
- Supervising an intern is a rewarding experience. By attending BrandLab Supervisor Training and a mid-summer luncheon, you will connect with other supervisors and exchange ideas for successful projects and management tips.

How are The BrandLab interns chosen?

- Successful completion of The BrandLab curriculum
- Consistent quality shown in class work
- A completed essay application that shows an understanding of the curriculum and a desire to learn more about the industry
- Successful interviews with The BrandLab program director and industry volunteers
- A recommendation by the classroom teacher and BrandLab instructor
- Successful completion of The BrandLab internship training day

Program Outcomes:

- Interns learn basic business skills in a professional working environment
- Interns experience “real-life” work and application of The BrandLab coursework
- Interns learn team building skills
- Interns acquire or enhance technical skills
- Interns enhance life skills to make them a stronger student and employee