

Position: Marketing Internship (Internet Marketing)

Location: Monroe, WI

Department: 155 - Integrated Marketing Solutions

Status: Internship

Reports To: Internet Marketing Manager

Internship Length: June 2010 to August 2010 or June 2010 to December 2010

of Positions: 1

Salary: \$2,500 per month

General Description:

Work in The Swiss Colony's IMS subsidiary within the Internet Marketing Department. Assist members of the Internet Marketing Team with required data analysis, internal and external search marketing, and other online marketing activities. Also performs special projects as deemed necessary by Internet Marketing Manager.

Specific Responsibilities:

1. Become acquainted with various Internet Marketing Activities.
 - A. Affiliate Marketing.
 - B. Natural Search Optimization(NSO).
 - C. Paid Search Engine Management(SEM)
 - D. Portal and Banner Partnerships including ad networks.
 - E. Email Marketing.
 - F. Internal website search tool optimization
 - G. On-site promotional efforts
2. Review and monitor various online marketing efforts in our current program.
 - A. Review weekly sales and performance reports by channel and partner.
 - B. Research and present new potential programs.
3. Work with Internet Marketing Analysts to maintain Paid Search and Comparison Shopping engine programs
4. Assists with the compilation and presentation of results and findings to management.
5. Learn basics of web reporting and internal marketing database
 - A. Use internal MS SQL marketing database and reporting tools
 - B. Compile weekly web marketing reports
6. Participates in weekly web marketing and sales meetings.
7. Participates in new initiatives as requested by the Internet Marketing Manager.
8. Maintains good housekeeping of work area.
9. Performs any duties as assigned by Human Resource Manager and/or Supervisor.
10. Performs all assigned tasks in a safe manner according to company policy.
12. Performs all designated job duties/tasks in other departments as assigned to ensure operating efficiency if the Company and maximum utilization of Company personnel. These assignments may be part of a formalized cross-training program or on an as needed, temporary basis.

Training Time:

1 Month (120+ hours)

MAJORS: Marketing, Communications, Marketing Research, Statistics, Advertising, Linguistics, Computer Science or related field.

REQUIRED COURSES: The following courses, although not required, are helpful if taken prior to the internship term:

Marketing Concepts
Business Statistics
Principles of Accounting
Internet Basics
Database Fundamentals

Applicants must anticipate having attained Junior standing at commencement of internship term.

Skills Developed During Internship Term:

The marketing intern will use and develop the following skills during their term:

- Web marketing basics
- Affiliate Marketing Principles
- Search Engine Management(SEM)
- Comparison Shopping Engines(CSE)
- Internal web Site Search mechanics
- Web site analytics and ad tracking
- Budgeting
- Development and analysis of marketing tests
- Ongoing written and verbal communication to company management