

MARKETING II – MARKETING GAMEDAY

The Marketing Gameday internship offers hands-on experience in Division I Athletics marketing. Interns will assist with basic marketing operations from idea generation to execution for all fall, winter and spring sports. Interns will assist in executing marketing plans on game days and will have the opportunity to assist in running game day operations.

Additional responsibilities include serving as promotions assistant at table set-up and social media activation and sponsor fulfillment. Interns will also assist with grassroots marketing efforts with corporate sponsors and within the local community (distributions of marketing collateral i.e. posters, schedule cards, etc.) as well as assist with coordinating game day elements to include scheduling National Anthem performers and halftime and timeout performers.

SKILLS LEARNED INCLUDE:

- Sport Marketing Idea Generation
- Sport Marketing Campaign Planning
- Sport Marketing Campaign Execution
- Game Day Marketing Execution

