# MARKETING & PROMOTIONS UNDERGRADUATE INTERNSHIP

## ABOUT THE DEPARTMENT

The Marketing and Promotions department serves as the face of Purdue Athletics for many of our fans and customers, as well as a revenue generator for our Athletics Department. Our commitment is to:

* Provide exceptional customer service to all of our fans and be responsive to their concerns
* Create a fun, interactive, fan-friendly atmosphere at our games that benefits our fans and athletes
* Promote, develop, and implement ideas to generate revenue and grow our fan base
* Try new things
* Embrace technology, fan feedback, new industry initiatives, and best practices
* Provide clear and correct information to our fans
* Only worry about what we can control and maintain a positive outlook and energy regardless of team performance

## JOB DESCRIPTION

* Support the Marketing and Promotions team in daily operations, including game preparation, game execution, traditional and digital marketing, and office tasks.
* Assist with promotions, sponsorship activation, giveaways, and event management at a variety of athletic events, including ALL home football games and other sports such as men’s and women’s basketball, soccer, volleyball, wrestling, swimming & diving, tennis, golf, track & field, softball, and baseball.
* Take ownership of assigned sports by developing in-game promotions, organizing halftime performances, creating flyers, and writing public address announcements.
* Organize and implement promotions, distribute marketing materials, assist service department sponsors, and support events beyond athletic competitions.
* Coordinate special projects, including autograph days, National Anthem auditions, Boilermaker Kids Club initiatives, campus athletic events, and community outreach programs.
* Develop creative marketing strategies to enhance student and international student engagement with athletics.
* This is a **PAID** internship covering both office and event hours.

**Note:** This internship requires a minimum of 4-6 hours per week in the office and runs fall 2025 through spring 2026. Interns must work many athletic events including **every** home football game, so working weekends and nights (some holidays) is also required.

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***Applications due February 18, 2025 by 11:59 PM***

*Upload and attach this completed form to your application in the "Cover letter" section of your Boilerlink online application*

Name

Hometown Major

Expected Graduation (Month, Year) Cell Phone

Email

What interests you about this internship?

What strengths and/or attributes do you possess that will contribute to this position?

List campus and community activities that you are involved with:

How will you manage your time between this internship, classes and other activities?

What promotions and/or marketing efforts have you observed and enjoyed at Purdue Athletics events? Explain why you have enjoyed them.

What are your career interests and goals?

List any additional comments, interesting stories, facts, etc. about yourself and why you should be part of next season’s Marketing and Promotions staff.

Do you have experience with the following Adobe design software?

(This is NOT a required skillset)

|  |  |  |
| --- | --- | --- |
| Photoshop: | Yes | No |
| InDesign: | Yes | No |
| Lightroom | Yes | No |

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