



Employer Guide for the Crummer MBA Internship Program

The Career Resource Center at Rollins College Crummer Graduate School of Business is committed to providing our students and business partners with mutually beneficial internship experiences. While our students gain meaningful, hands-on work experience, your organization can benefit from innovative business support, flexible, low-cost recruiting options and much more.

The purpose of this guide is to assist you, our business partner, in customizing an internship program specific to your organization’s needs. You will find information about the benefits of an internship program, strategies for creating a successful internship, an outline of our academic requirements, employer roles and responsibilities, posting an internship as well as sample documents.

Benefits of an Internship Program

For Employers	For Students
<ul style="list-style-type: none"> ▪ Cost effective way to access MBA-level talent ▪ Gain motivated and innovative team members to support business initiatives ▪ Determine fit with the organization’s culture for potential hires ▪ Increase organization’s brand awareness among students ▪ Qualified students in functional areas: Finance, Marketing, Management, Entrepreneurship, International Business, Operations & Technology Management 	<ul style="list-style-type: none"> ▪ Engage in career exploration and preparation ▪ Apply academic learning in a professional environment ▪ Gain professional experience in the marketplace ▪ Evaluate employer as a right-fit for future employment ▪ Contribute to an organization in a meaningful way

Strategies for a Successful Internship

Determine the functional areas within the organization that would best be served by MBA interns. The internship should be designed with both projects and organizational needs in mind.

- What ongoing tasks are taking place in my department or organization?
- What is the current workload of my department or organization?
- What projects are currently on the “back burner”?

Develop an Internship Description to include:

- Information about your organization and the assigned project/work
- Description of qualifications and skills
- Preferred major(s) and degree
- Compensation, duration, and number of hours per week
- Company contact information
- Refer to page 3 for sample description

Determine Allocation of Resources:

Financial - Will the intern be paid? Will the intern be required to pay for parking and/or be reimbursed for mileage to work-related functions?

If students will not be compensated, it is recommended that employers read the information contained in the Department of Labor's "Fact Sheet #71: Internships under the Fair Labor Standards Act." This act applies to most employers, regardless of whether they are affiliated with a for-profit or not-for-profit organization. We suggest that you consult your legal advisor if you have questions regarding this information.

Time - Plan to devote time to the intern for training, attending scheduled staff meetings, and meetings with their supervisor. Determine how many hours per week the internship requires and how the intern will record their work time.

Administrative - Workspace | PC | Email | Phone | Office Supplies | Company Policies & Procedures. See below for a sample Intern Orientation Checklist.

Provide specific and meaningful projects keeping in mind that the student intern is there to learn and gain tangible work experience. Examples include:

- Develop a marketing plan for a new product
- Complete a budgeting and analysis project
- Analyze product performance and identify competitive gaps
- Develop financial forecasting or valuation models
- Research industry/market trends
- Determine profitability and pricing structures for a new market

Establish goals for project completion to encourage effective time management and communication skills.

Provide constructive feedback to intern at regular intervals and conduct an exit interview at the end of the internship.

Crummer MBA Academic Internships Requirements

- Minimum 240 hours of project-focused, meaningful work
- Five Learning Objectives
- Completed paperwork (see Roles & Responsibilities below)
- **Must provide workspace in professional, commercial settings as well as the tools and resources necessary to complete the assigned work. Per Rollins College policy, students must intern at sites that are deemed public and not associated with private residences or attached to private dwellings.**
- Successful completion of the internship accommodates the requirement for the student's Career Strategies 504/506 course (1.5 credits)

Roles & Responsibilities

The Sponsoring Organization agrees to be committed to this internship by:

- Collaborating with the student to establish (5) Five Learning Objectives to be accomplished during the internship
- Signing, along with student, the Commitment to Learning Form
- Providing the student with work that will enhance their educational and professional goals
- Providing the student with feedback on their progress throughout the internship
- Communicating with the Crummer MBA Internship Advisor, Renee Quintanilla, rquintanilla@rollins.edu as appropriate
- Completing the on-line Employer Evaluation on the student's performance

Posting an Internship

To post an internship with the Career Resource Center, register on **Handshake**, Rollins College official job board system. Direct questions to Renee Quintanilla at 407-646-2335 or email rquintanilla@rollins.edu.

Sample Documents *Internship Description*

JTRQSH Events
www.jtrqsh.net

Marketing & Sales Coordinator Internship – Paid Opportunity

Location –South Orlando, FL

About Us: JTRQSH Events is an event technology integrator providing custom solutions for meetings and events. We have offices in Orlando and service Fortune 500 clients. We're a dog-friendly workplace and have a fun, family-like atmosphere with a team of people who work hard, play hard and love what they do.

Description: This position is for a paid, part-time internship. Position will report to Marketing Manager but will support sales team as well. Please note, selling will not be required from this position. This internship is best suited for someone who is willing to learn and work hard. This internship will be an hourly, compensated position and may have the possibility of transitioning to full time depending upon performance and openings on at the end of the internship. We can accommodate student schedules.

Dates: This is a summer internship; May through August (dates flexible). 20+ hour/3 day per week commitment.

Ideal Candidate: We are looking for someone who is interested in honing their skills through hands-on exposure to the marketing and sales ecosystem. We value creativity, motivation and alignment with our team. Very strong preference will be given to candidates with a major or minor in marketing. Our ideal candidate would be a tech-savvy, detail-oriented, strong writer who is eager for opportunity to grow their talent.

The responsibilities of this internship will include (but not limited to):

- Assist with content production: uploading to social media sites, creating links, etc.
- Marketing Research: will encompass products, competitors, marketing opportunities
- Public relations projects such as outreach to press
- Partner relations such as liaising with professional associations and CVBs
- Marketing collateral and materials management
- Helping to develop training materials for our cloud portal
- Assisting sales team (actual selling is not expected) with various projects

Preferred Skills

- Enrolled in an MBA program
- Understanding of corporate marketing principles, prior professional/hands-on experience preferred
- Graphic design, web design and video production
- Content marketing experience such as social media and/or professional-level blogging
- Knowledge of emerging web platforms and tools
- Interest in or exposure to the meetings and events industry

Apply for this opportunity by visiting us at abcevents.com and clicking on the careers tab to submit your resume. Please include relevant writing or creative samples of your work for strong consideration.

Intern Orientation Checklist

Designed to help our business partners ensure a seamless on-boarding process for new student interns.

Intern Information	
Name:	Start Date:
Position/Dept.:	Supervisor:
First Day Orientation	
▪ Introductions- team and department	
▪ Tour facility	
▪ Review position description and expectations	
▪ Review training and initial assignments	
▪ Review work schedule, breaks and lunch time as appropriate	
▪ Provide / refer to online Employee Handbook	
▪ Introduce to buddy/mentor if applicable	
Policies	
▪ Sexual Harassment	
▪ Absence / Leave requests	
▪ Internet/Social Media	
▪ Cell Phone	
▪ Emergency Procedures	
▪ Confidentiality	
▪ Dress Code	
Administrative	
▪ Office / Desk / PC	
▪ Phone / Voicemail	
▪ Keys / Access Cards / Badge	
▪ Security / Parking	
▪ Conference Rooms	
▪ Office Supplies	