



***EASING MARKETING INTERNSHIPS  
IN A DIFFICULT TIME***

**YONG WANG, CHAIR AND PROFESSOR OF MARKETING**

MARKETING  
DEPARTMENT  
BACKGROUND

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Home to 1000+ marketing majors

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Nation's best digital marketing curriculum

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Established marketing internship program

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Vision from Marketing Leadership Council

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Working closely with corporate partners

# STRATEGIC USE OF MARKETING INTERNSHIP



Gain Experience



Accumulate Evidence



Build Network



Increase Confidence



Earning a Full-Time Job

# MARKETING INTERNSHIP STATUS REPORT

Flexible credits for internship that meet student needs: *1, 2, 3, or 6 credits based on working hours*



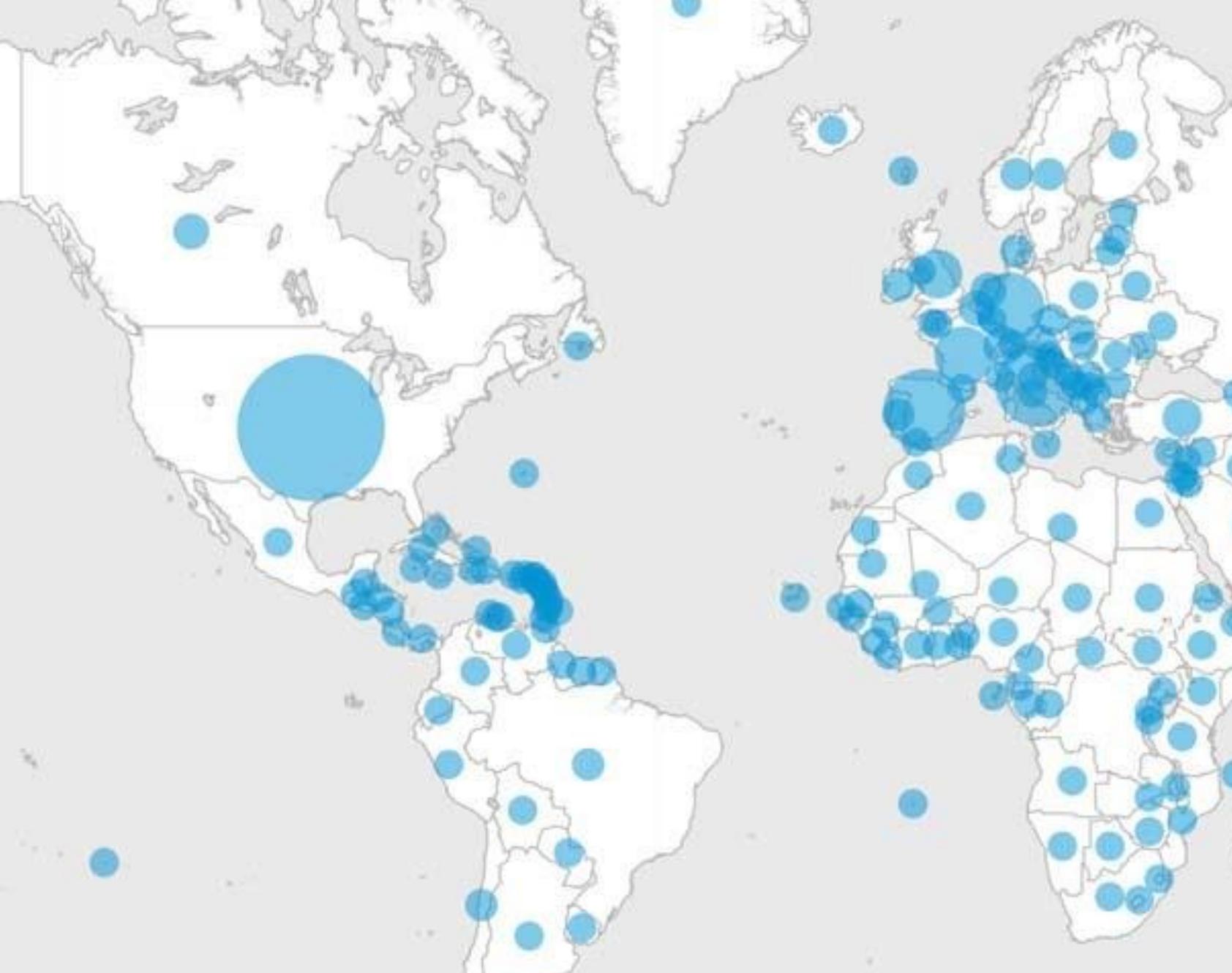
Faculty ensure internship progress/success at various checkpoints and by a final employer evaluation



In Fall 2020, a total of 27 interns received internship credits; 60% were paid internships



In Spring 2020, a total of 61 interns received internship credits; 90% were paid internships



## COVID-19 IMPACT ON INTERNSHIP

- Early termination of internship
- Shift of internship focus
- Health risks perceived by interns
- Fewer jobs
- Fewer paid interns
- Meeting site health requirements

# RESPONSE TO ADVERSITY



Dean's effective  
internship  
adaptation policy



Quick notification  
to interns and  
employers



Individual  
discussion with  
interns who need  
help



Monitoring and  
measuring  
outcomes

ENGAGING  
WITH  
CURRENT  
EMPLOYERS

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Remotely work requirements in Spring and Summer

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New site health requirement

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Reassigning planning or research work to interns

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Short-term and long-term need of interns

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**All the internships in Spring 2020 were saved!**

# NEW EMPLOYER OUTREACH



Department client relationship manager hired to pursue new internship opportunities



Better use of Handshake database

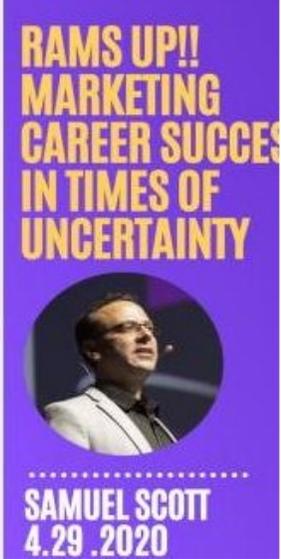
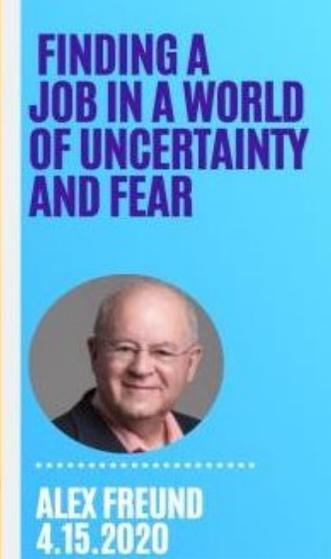
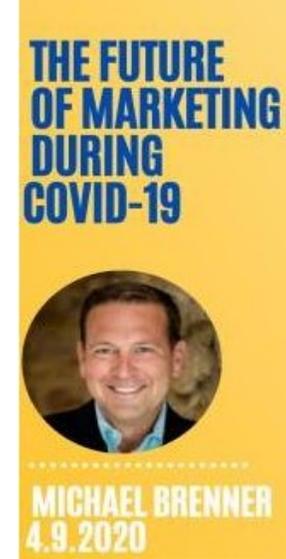


Enhanced relationship with intermediaries: *CDC, Cottrell Center, WCU Center for Community Solutions (internal), GWCCC, SCORE (external)*



Targeting nationally: *Abbott, Microsoft, Campbell Soup, Nationwide*

# SKILLS TRAINING FOR INTERNS



Networking skills through podcasts, webinars, and training sessions



Digital marketing management skills through new courses and certifications: *search engine, digital analytics, database management, digital technology management, artificial intelligence, user experience design*

# USE OF EXPERIENTIAL LEARNING PROJECTS



BUSINESS

FEATURED

## Marketing Partnership Program connects West Chester businesses with free help

By Donna Rovins drovins@21st-centurymedia.com @MercBiz on Twitter  
Sep 17, 2020

WEST CHESTER — The Greater West Chester Chamber of Commerce and West Chester University are kicking off the 2020 fall session of their Marketi...



Students gained valuable experiences in the joint marketing projects with clients that are similar to internships



“Free Marketing Help” initiated by Prof. Tom Elmer and 52 marketing students helped 40 businesses in marketing planning and digital marketing during the pandemic

# STUDENT CONSULTANTS

- West Chester Consulting Group (WESCON) is the first business consulting program at WCU
- Well trained student consultants provide digital solutions to businesses
- In Fall 2020, 20 student consultants were contracted to consult for 15 businesses
- Supervision from marketing professors
- Intensive work experience



**WESCON**  
consulting group

# ROLE OF FACULTY CHAMPIONS



Strengthening relationship with employers



Time commitment to experiential learning projects



Supervising and supporting student consultants



Career advising to interns