

Appendix A: Sample Academic Internship Description

Internship Title: Marketing Intern – Knowledge Services (Lubrizol)

Participate in design and execution of online marketing programs and analysis of the resulting analytics to determine if these activities are meeting business unit marketing and sales goals for education and marketing services.

RESPONSIBILITIES:

Marketing copywriting of brief articles and announcements for magazines and online promotions

- Copywriting both promotional and informative materials
- Graphical layout of online materials
- Conduct market research and subject matter research in Lubrizol's Library, reference materials and on the Internet to develop relevant, topical and informative materials
- Work with subject matter experts to vet materials in a way which limits the time required by the experts (see previous point)

→ Execution of online marketing including working with online email, CRM and web usage tracking tools,
Analyze results of online marketing

PROJECTS:

→ *Develop a series of short information articles on lubrication for online email (4-6 articles will be published over the course of 18 months to improve open rate of monthly emails).*

→ *Publish monthly emails. Write and text layout of promotional announcement within a standard Lubrizol K2M template set.*

→ *Develop a series of internal promotional articles (3-4 paragraphs) of new products/services.*

→ *Phone survey recent customer, identify areas of improvement, barriers to repeat purchases and collect testimonials for the website and catalogs.*

→ *Analyze business unit sales and email/web traffic for trends; and develop automated reports which a) identify improvements that might drive sales or traffic, b) evaluate the return on investment based on message views, visitor traffic..., c) summarize global accounts online activities (email, marketing site and training site) for sales managers. Prepare presentations or brief promotional articles summarizing findings.*

REQUIRED SKILLS:

- Numerical analysis
- Copywriting both promotional and informative materials
- Graphical layout of online materials
- Highly skilled in the use of Internet sites and Internet based tools
- Experience with online authoring tools, knowledge of HTML and related tools a plus
- Experience with reporting and graphical presentation tools

EDUCATION REQUIREMENTS:

- Completed college courses pertinent to the skills above
- Pursuing a degree in Business, Marketing, IT, Communications, Journalism or Graphic Design