EASING MARKETING INTERNSHIPS IN A DIFFICULT TIME

YONG WANG, CHAIR AND PROFESSOR OF MARKETING
<table>
<thead>
<tr>
<th><strong>MARKETING DEPARTMENT BACKGROUND</strong></th>
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<tr>
<td>Home to 1000+ marketing majors</td>
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<tr>
<td>Nation’s best digital marketing curriculum</td>
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<tr>
<td>Established marketing internship program</td>
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<tr>
<td>Vision from Marketing Leadership Council</td>
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<td>Working closely with corporate partners</td>
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STRATEGIC USE OF MARKETING INTERNSHIP

- Gain Experience
- Accumulate Evidence
- Build Network
- Increase Confidence
- Earning a Full-Time Job
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
<table>
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<th>Engaging with Current Employers</th>
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<td>Remotely work requirements in Spring and Summer</td>
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<td>New site health requirement</td>
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<td>Reassigning planning or research work to interns</td>
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<td>Short-term and long-term need of interns</td>
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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

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
ROLE OF FACULTY CHAMPIONS

- Strengthening relationship with employers
- Time commitment to experiential learning projects
- Supervising and supporting student consultants
- Career advising to interns