FRANKLIN P. PERDUE SCHOOL OF Business

ABLE Internship Program

Common Marketing major activities:

- Learn marketing tracking techniques.
- Develop and coordinate mailing campaigns.
- Learn the elements of and assist in the execution of event planning for clients and prospects.
- Learn and manage a firm wide database information system to execute specific local campaigns and initiatives.
- Become familiar with our software programs and current marketing strategies and materials.
- Work with the firm's unassigned client base in developing communication tactics.
- Report directly to the firm's Marketing Director (or designee) for additional marketing related duties.
- Market the company while assisting customers in a courteous manner.
- Apply appropriate charges and handle all forms of customer payment.
- Assist in creating brand awareness through marketing efforts to increase business and income.
- Create individual marketing pieces for commercial and residential development/investment experience.
- Understand the needs/problems of your designated client account(s).
- Assist Account Managers with implementing creative strategies to build each client's brand.
- Assist Content Creators with building an online community for each client through social media posting.
- Analyze monthly performance reports and propose new marketing campaign ideas.
- Learn our in-house digital marketing software tools that drive traffic and increase sales.
- Gain an in-depth understanding of the ins & outs entailed with a creative marketing agency.
- Assist with planning, coordinating, and implementing activities, marketing promotions, and special events.
- Write scripts, make announcements, and create a staff information table to promote excitement surrounding events.
- Assist with establishing and managing rules and regulations of all promotions.
- Promote honesty and trust amongst the team.
- Marketing company and properties on social media with daily social media posts on Facebook and Instagram.
- Creating marketing documents and brochures in Canva, Microsoft WORD and other platforms.
- Learn Photoshop and how to design graphics utilizing the platform.
- Create social media campaigns.