

## **FSC Marketing Communications Marketing / Public Relations Internship**

Headquartered in Pittsburgh, PA, FSC Marketing Communications is a full-service marketing communications firm and a member of the American Association of Advertising Agencies (AAAA). Professional services include account planning, creative services/graphic design (print, web, multimedia, radio and TV), CRM/direct marketing, marketing consulting, market research, media services, sales promotion, tradeshow, packaging, interactive, and public relations. FSC specializes in new product development, servicing clients in the United States, Canada, Europe and Latin America. FSC has been recognized for the results it has earned for clients in many disciplines in a variety of industries. Over the years, the team at FSC has gained an enviable reputation for helping national and international clients – both consumer packaged goods and business-to-business clients – successfully bring their new products and services to the marketplace.

Throughout the year, FSC Marketing Communications conducts a thorough internship program. Each intern is provided an opportunity to design the program to meet his or her specific needs, such as earning academic credit and/or working within a specific area of interest. The program is a unique opportunity to receive practical experience in marketing, advertising and public relations.

Interns are a valuable resource to our office. The program sharpens an intern's interest in business, marketing, and creative strategy – allowing him or her to apply knowledge gained in the classroom. No matter which field you decide to pursue, internship experiences are an essential foundation to a career. At FSC, the pace is extremely fast – be prepared to meet a new challenge every day!

Interns will be supervised by an appropriate staff member at FSC (account managers, public relations director, art director, etc.). Evaluations will be conducted throughout the program. These evaluations will consider the associate's ability to meet project deadlines, work in cooperation with staff and other associates, produce deliverable results on assigned tasks, etc. At the conclusion of the associate's tenure, a "wrap-up" evaluation may be conducted at the supervisor's discretion.

### Primary Responsibilities

- Conducting demographic, market, industry and competitor research
- Participating in brainstorming sessions, client meetings and conference calls
- Writing conference/action reports and press materials
- Maintaining media relations and developing media lists
- Planning and coordinating events for FSC clients
- Helping to coordinate and develop new business pitches
- Assisting in implementing marketing plans
- Organizing future internship projects
- Monitoring media outlets for relevant articles
- Assisting with general administrative tasks (including reception duties)

### Requirements

- ❑ Business, Marketing, Advertising, Communications, Public Relations or related major
- ❑ The account associate program is open to second semester college seniors and recent graduates with full-time availability and previous internship or agency experience. Incoming seniors with full-time summer availability may also be considered for a position.
- ❑ PC proficiency/software knowledge of Microsoft Office



# Marketing / Public Relations Internship Application

## Requirements

To be considered, applicants *must* provide:

- A completed application
- A current resume
- Two letters of recommendation
- A copy of your most recent academic transcript
- Two writing samples that display your ability to express yourself clearly and to think critically and strategically (marketing, advertising and public relations-related samples highly encouraged)

Please mail applications to the following address:

**FSC Marketing Communications**  
**Gulf Tower, 707 Grant Street, Suite 2900**  
**Pittsburgh, PA 15219**  
**Attn: Internship Coordinator**

## Personal Information

Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Current Address:

Permanent Address (if different):

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\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

## Academic Information

Major / Minor: \_\_\_\_\_

Degree: \_\_\_\_\_

School Currently Attending (if any): \_\_\_\_\_

Anticipated Date of Graduation: \_\_\_\_\_

## Internship Information

Desired Start Date: \_\_\_\_\_

Desired End Date: \_\_\_\_\_

Desired Number of Hours Per Week: \_\_\_\_\_

Will you be receiving academic credit for this internship? Yes \_\_\_\_\_ No \_\_\_\_\_

**Please indicate your availability.** (NOTE: Office hours at FSC are 8:30-5:30)

Monday: \_\_\_\_\_

Tuesday: \_\_\_\_\_

Wednesday: \_\_\_\_\_

Thursday: \_\_\_\_\_

Friday: \_\_\_\_\_

How flexible is this schedule? \_\_\_\_\_

When needed, would you be able to work overtime? \_\_\_\_\_

## Work Experience

Would this be your first internship? \_\_\_\_\_

Please describe your professional, office and internship (if applicable) experience.

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What qualifications do you possess that you feel would make you an ideal candidate for this internship?

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Please describe any relevant class work you have completed.

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What are your future career plans?

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Please list your relevant software knowledge (i.e., Microsoft Office, QuarkXPress, Adobe Photoshop, etc.).

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If you are fluent in any foreign languages, please indicate which language(s):

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## References

Please provide the names, addresses, and phone numbers of two references that can speak to your personal character and professionalism.

1. Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

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2. Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_