

USC Varsity Sports Marketing Internship/Practicum – 2 positions - Unpaid

The internship/practicum program will give students valuable hands-on experience in the field of college athletics, develop key marketing and promotion-related skills and provide an opportunity for interns to interact with businesses in the community and across the country.

Areas of Intern Involvement

- Marketing research
- Keeping up-to-date files on the latest and best marketing and promotions activities/ideas of other universities and sports organizations.
- Development, coordination and implementation of community service programs to enhance relationships between the community and athletics at USC
- Print promotions
- Printing of flyers, faculty/staff mailers, and other print items as assigned.
- Assisting with the distribution of all print promotions.
- Special events
- Developing and coordinating Gamecock special events.
- Development and coordination of programs to increase overall student, faculty and staff involvement with Gamecock athletics. Relationships should be established with fraternities, sororities and those living both on and off campus.
- Develop and coordinate student support groups for all Gamecock athletics.
- Implementing the marketing and promotion plans at all the athletic events.
- Sports include: men's and women's soccer, volleyball, softball, and women's basketball.
- Assist marketing staff with in game promotions.

Contact:

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