<table>
<thead>
<tr>
<th>Time Submitted</th>
<th>August 1, 2013 11:45 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column2</td>
<td></td>
</tr>
<tr>
<td>Column1</td>
<td></td>
</tr>
<tr>
<td>Name of Sponsoring Organization</td>
<td>North Charleston Coliseum &amp; Performing Arts Center</td>
</tr>
<tr>
<td>Type of Organization:</td>
<td>For Profit Music Industry</td>
</tr>
<tr>
<td>Supervisor Name and Title:</td>
<td>Melanie Crowley; Marketing Coordinator</td>
</tr>
<tr>
<td>Supervisor E-mail Address:</td>
<td><a href="mailto:mcrowley@northcharlestoncoliseumPAC.com">mcrowley@northcharlestoncoliseumPAC.com</a></td>
</tr>
<tr>
<td>Supervisor Telephone Number:</td>
<td>843.529.5035</td>
</tr>
<tr>
<td>Organization Website:</td>
<td><a href="http://www.NorthCharlestonColiseumPAC.com">www.NorthCharlestonColiseumPAC.com</a></td>
</tr>
<tr>
<td>Mailing Address:</td>
<td>Attn: Melanie Crowley 5001 Coliseum Drive North Charleston, SC 29418</td>
</tr>
<tr>
<td>Term(s) applying for: (check all that apply)</td>
<td>Fall; Spring; Summer</td>
</tr>
<tr>
<td>Deadline to Apply:</td>
<td>Until spot is filled</td>
</tr>
<tr>
<td>Internship Position Title:</td>
<td>Marketing &amp; Promotions Internship</td>
</tr>
<tr>
<td>Dates of Internship and Hours of Work</td>
<td>Internships require 120 hours of student work for 3 hours academic credit during the course of the semester. This is approximately 10 hours a week during the Fall and Spring. Summer internships tend to vary more due to the nature of the term. If your internship will require students to work significantly more than 10 hours a week or will be expected to work additional hours beyond the 120 hours required by the Arts Management Program, please include that information here.</td>
</tr>
<tr>
<td>Hours will vary based on shows, events, etc. Must be able to a couple nights and weekends.</td>
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</tbody>
</table>
**LEARNING OUTCOMES**  
**Students are required to identify goals and desired learning outcomes for their internship. Please list those specific skills that an intern will have the opportunity to learn while working with your organization.**

**Graphic Design**
- How to operate/manage a company's social media sites
- How to create and distribute press releases
- How to maintain a working relationship with media and various business contacts
- How to create a Press Kit
- How to portray yourself professionally in a business setting
- How to operate, input, and schedule a marquee database
- How to utilize, create content for, and execute an email marketing campaign
- And so much more!

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**Qualifications/Skills Required**

- Must be college junior, senior, or grad student seeking an internship to satisfy a class credit requirement in Arts Management, Marketing, Communications, or Sports/Business Management (financial compensation is available - housing and transportation are the student's responsibility)
- Hours/schedule based on school's credit hour requirements; evenings and weekends required based on event calendar
- Working knowledge of video creation/design programs
- Working knowledge of graphic design, Photoshop preferred
- Working knowledge of Microsoft Word, Excel, PowerPoint, and Internet preferred
- Professional verbal and written communication skills in the English language
- Knowledge of a variety of social media platforms including Facebook, Twitter, Instagram, Vine, Pinterest, LinkedIn, Google +, Flickr, etc.
- Creative and proactive problem solver
- Actively pursue opportunities to advance the facility's marketing and customer service
- Must be assertive, outgoing, creative, hard-working, resourceful, independent thinker who is greatly interested in working in Sports/Entertainment Marketing

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**Intern Duties**

- Web & Social content/promotions in collaboration with marketing coordinator – Ongoing Facebook/twitter/Instagram campaigns, photos, videos, etc.
- Brainstorming of new innovative ways to market/promote an upcoming show
- Flyer & poster distribution as needed, as well as any other grassroots efforts
- Assist in monthly Newsletter content and creation
- Media escort and photographer at designated events
- Sit in on all marketing/administrative meetings
- Assist in creating press kits from marketing websites – PR, photos, etc. - and share with media
- Save and log TV Eyes video clips to hard drive for future use
- Assist in gathering advertising settlements from local media and creating hard copies for venue, show promoter, show agency, etc.
- Act as photographer during opening nights to snap pictures of attendees and guests and share via social media
- Assist merchandise stand to become knowledgeable of novelties
- Handle any charity requests
- Handle booths at any community events

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**Intern Requirements**

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**Intern Description and Interns Responsibility**

Please include as much information as possible about the nature of work the student will be doing.
Compensation? Please indicate if this internship is paid, unpaid or if there is a stipend.