Macquarie University offers Study Abroad and Exchange students the opportunity to undertake an internship for academic credit while completing their studies at Macquarie University.

www.international.mq.edu.au/internships

SEMESTER 2, 2008

Marketing
We have wide variety of marketing internship positions available in industries such as:
- Hospitality
- Sports marketing
- Advertising and strategic communication
- Media
- Not for profit sector
Interns would gain experience in; market research, generating marketing plans, copywriting, campaign strategising, client briefings, website development, writing media releases, competitor analysis, benchmarking, promotions, event management, assisting with fundraising appeals, proof-reading and editing and general office administration.

Digital Media/Website Marketing
Digital/online media is fast becoming the new direction for the media and marketing industry. Students studying marketing, media or journalism should take every opportunity to further develop their technical skills in website content management and design.

Television networks are now embracing this new direction to online media by focusing heavily on developing supporting websites to represent their programs and investing more in their online departments. As a result, we have a number of internship positions available within Australia’s largest television networks and online search portals to work alongside the digital media team. This will involve tasks such as sourcing, creating and uploading website content, writing features, photo editing, video and audio encoding and website marketing analysis.

We also have online marketing positions available in a variety of organisations to develop and improve the organisations’ website marketing strategy.

If you are a media, marketing or journalism student with basic website design knowledge and photo editing (Adobe Photoshop) skills this is a great opportunity to gain real hands on experience in this growing industry of the future.
**Public Relations**

PR Agency Assistant - We currently have an internship position in a boutique PR agency which involves; media liaison, writing media releases and articles, event coordination, and general office administration.

Fashion PR Intern - An internship opportunity exists with a small fashion business and involves; developing a public relations strategy to increase the company’s media profile, liaising with media and sponsors, writing press releases and event coordination.

**Journalism**

There are a number of internship roles available to journalism students in different areas. We currently have positions in the following types of journalism/media organisations:

- Community radio broadcasting station
- Weekly online newspaper
- Book publishing company
- Television news broadcasting network
- Television production company

**Entrepreneurial**

An internship position exists with a dynamic online company. This position would suit a student interested in small business development and management and would involve; website development, assisting with sales and marketing strategies, developing promotional alliances and conducting financial analysis of the company.

**Finance**

We have a limited range of opportunities with small to medium sized investment companies. These positions involve; database management, website development and maintenance, general office administration, and attendance in meetings.

**Trade and Export**

An internship opportunity exists with a national export body and involves a range of tasks aimed at promoting Australian exports overseas. These tasks include; generating a newsletter, marketing and event coordination, re-branding, database management, website development and education course management.

**Human Resource Management**

We have HR internship positions available in local council, a global technology company and a national superannuation company. Interns could expect to be exposed to; recruitment and talent management, payroll and business administration, staff training programs and events, staff performance management and data analysis.

**Information Technology**

We have a number of positions available in small and medium sized companies for interns interested in using their skills in programming, developing code, database design, software auditing, and web interface design to gain real work experience.

**Not-for-profit & NGO**

Opportunities are available for interns passionate about making a difference in a wide variety of organisations. These include a university-based overseas volunteer program, a public health promotion charity, a state-based environmental organisation and an internet-based youth organisation.

Tasks could include; generating ideas, website content writing and content moderation, website promotion, partner and volunteer liaison, presentation and organisation of information, advocacy and political or media-based work (drafting legislation, preparing media materials, planning events), legal research, campaign development, reflective and opinion-based writing, media monitoring, editing and sub-editing and undertaking community-based action.

**The Sciences & Psychology**

These internships generally exist to support long term, high level university research projects in small teams. We have opportunities available in a range of different research areas.

Tasks vary according to the project. They may include; overseeing participant recruitment, preparing questionnaire packs, information management, data entry, assisting with laboratory sessions, ethics familiarisation, training in various statistic analytic techniques, attending colloquia and research discussions, observing assessments and practice, data transcription, photographic identification, animal behaviour analysis and scoring, and exposure to the day-to-day realities of graduate research.

For more information, please visit www.international.mq.edu.au/internships

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