Campus Recreation Marketing & Promotions Internship

The Campus Recreation Marketing & Promotions Internship program is designed to enhance your classroom instruction with practical experience that will round out your education. While we encourage students from all programs of study to apply, this internship may correlate best with art and business majors, (such as digital media, graphic/web design or marketing). In order to meet the needs of the intern/practicum students, UMass Lowell Campus Recreation experiences are flexible. Internships are available year-round and for credit hours, (time commitment and credit hours depend on your program requirements).

Intern/Practicum students are expected to demonstrate initiative, dependability, openness and a positive attitude. All intern/practicum students are representatives of the Department of Campus Recreation and report directly to the Associate Director of Campus Recreation.

Students will have the opportunities to gain experience in the following areas:

- Graphic & Web Design
- Photography and Digital Media
- Marketing & Promotions

Projects can include but are not limited to:

- Creation of marketing materials such as calendar, newsletters, brochures, banners, flyers, posters, t-shirt & logo designs, maintaining social media sites (such as Facebook, Twitter, Instagram, YouTube) digital media creation/editing, photography and web design.

Qualifications

- Be a full or part-time matriculated university student in good academic standing, with a minimum cumulative GPA of 2.0 or above.
- Ability to work effectively with UMass Lowell campus community & abide by our policies.

Preferred

- Graphic Design/Art/Digital Media/Marketing majors with experience in Adobe Illustrator, Photoshop & InDesign and/or video editing experience.

We are excited that are you interested in joining the UMass Lowell Campus Recreation team and are anxious to help you grow as a professional. If you have any additional questions about our Marketing & Promotions Internship, please don’t hesitate to contact me at: Justin_Lawler@uml.edu or 978.934.2332.

Application Procedure

Please complete the application and send it, along with your resume via e-mail attachment to Justin Lawler at Justin_Lawler@uml.edu or return to the Campus Recreation Office, Attention: Justin Lawler, 322 Aiken Street, Lowell, MA 01854.
Campus Recreation Marketing & Promotions Internship Application

Please fill out the following information completely and accurately (typed responses preferred). Include your current resume along with this application. You can attach answers in an additional document if necessary. Return with resume via e-mail to Justin_Lawler@uml.edu or mail to the Campus Recreation Office, Attn: Justin Lawler, 322 Aiken Street, Lowell, MA 01854.

Personal Information:

Last Name ___________________________  First Name ___________________________

Address ___________________________  Phone ___________________________  Email Address ___________________________

Academic Information:

Anticipated Semester of Graduation ___________________________  Major ___________________________

University/College ___________________________  GPA ________  Academic Status (i.e. Jr, Sr, Grad) ___________________________

Dates/Semester to Complete Practicum/Internship ___________________________  Required hours/credits ___________________________

Questions: (Please attach responses if sending by mail.)

1. Please state 3-5 goals and objectives that you have for your internship/practicum.

2. Why do you want to do your internship at UML-Campus Recreation (opposed to another site)?

3. What core classes have you completed in school that would assist you in your internship?

4. What past experiences have you had that would assist you in your internship?

5. What type of supervisory style best suits your learning needs?

6. Please list two references and their contact (phone/e-mail required) information.

7. Please list your academic coordinator/advisor and their contact information.

Signature ___________________________  Date ___________________________

For more information or if you have questions, please contact Justin J. Lawler, Associate Director Campus Recreation at: 978-934-2332, Justin_Lawler@uml.edu