

Advertising Project Ideas

No matter what industry you are in, any business field can benefit from utilizing interns to their fullest potential. One of the many myths about internships is that employers cannot find the time to delegate meaningful work to their interns. The reality is that through thoughtful organization, a great number of assignments and tasks can be given to interns to save employers both time and labor. Below is a list of responsibilities, or “real work,” that interns can do in the advertising field:

- Organize art files
- Search for stock photos and other design support needs
- Format / layout collateral materials (brochures, newsletters, etc.)
- Graphic / interactive design
- Planning, attracting, writing, conceptualizing, selling ads
- Assure the reliable operation of web projects
- Review advertising trends and find statistics
- Review consumer surveys and other data
- Ad copywriting
- Check facts to support campaigns and presentations
- Proofread copy
- Account management, planning, and services
- Support the traffic management team
- Liaison with the media department; advertising sales reps
- Obtain media kits, rate cards, event information
- Conduct consumer market research (“feet on the street,” sampling)
- Research competitive advertising campaigns and media buys
- Format / confirm data for direct marketing campaigns
- Obtain information / estimates from vendors / suppliers
- Conduct ‘site checks’ (take video / photography), such as for in-store displays
- Prepare reports