

## Marketing & Public Relations 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 marketing/public relations field:

- Research trends, statistics, issues in the news
- Identify media contacts (print, broadcast, online)
- Database; mailing list development
- Assemble media information materials
- Proofreading / Editing copy
- Research case studies, white papers, etc.
- Identify/monitor alternate PR channels (i.e., blogs, discussion groups)
- Help format and develop content for presentations, reports, articles, websites
- Conduct formal market research (benchmark attitudes, opinions, behaviors)
- Gather competitive intelligence
- Obtain secondary research (articles, reports)
- Support account management, planning, and client services activities
- Contact the media (advanced)
- Identify and research speaking and sponsorship opportunities
- Liaison between departments (facilitate knowledge transfer)
- Analyze data (sales metrics, website traffic, etc.)
- Identify thought/opinion leaders/key influencers for grassroots campaigns
- Research for cause marketing activities
- Manage aspects for event planning activities
- Gather information from / liaison with partners, vendors, dealers, allies)
- Facilitate internal communication with employees
- Find / review media placements; analyze metrics for client reporting