



Internship – Marketing Intern

The purpose of the ***IPG Real Estate Internship Program*** is to give students the opportunity to learn through workplace experience, thereby enhancing their education. Some students may earn academic credit for their experiences.

JOB ACTIVITIES, DUTIES, RESPONSIBILITIES:

Intern will work closely with the Executive staff to develop and implement marketing strategies to promote various real estate projects, the company's brand and the company's services.

The Intern will create brochures, flyers, email blasts and other specific campaigns.

The Intern will be given a budget and will learn how to design and carry out a program within a certain budget. The work the Intern will create will be used in actual campaigns.

The Intern will also be involved in key brain storming sessions to assess business situations and to develop relevant marketing solutions.

The Intern will be asked to attend certain key meetings with important clients to observe and assess the needs of the clients and how best to use that information in the marketing campaigns.

The Intern will develop a tracking system to ascertain the effectiveness of a campaign.

The Intern will research the market and internet to aggregate potential client lists and particular messages to send out either in emails or marketing campaigns.

Contact

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