

## **Student Externship Program**

March 20 – 24, 2017

### **Externship Description**

**Company Overview:** XYZ Company is a leader in the marketing industry in Georgia and in the Southeast. We create memorable branding and marketing materials for a wide variety of clients. From social media to television/radio advertisements, our creative staff can meet all your marketing needs.

**Department/Functional Area:** Creative Design Department

**Extern will report to:** Mary Smith, Director of Creative Design

**Extern Description (what will student learn as a result of externship):**

- Meet directors from various departments at XYZ
- Follow a project from client's vision to end products to gain an understanding of the processes involved in creating marketing/branding materials
- Participate in creative planning meeting
- Work on a project with one of our design staff
- Attend a networking event for a group of our clients

**Number of Externs Requested:** 2

**Length of Externship:**

March 14 – 18, 2016 (recommended)

March 14

March 15

March 16

March 17

March 18

**Additional Comments:**