



VILLANOVA School of Business

The CENTER FOR MARKETING & PUBLIC POLICY RESEARCH And The CENTER FOR STUDENT ADVISING & PROFESSIONAL DEVELOPMENT

ARE PLEASED TO ANNOUNCE THE CREATION OF THE

FIELD EXPERIENCE PROGRAM IN MARKETING & PUBLIC POLICY

**A 10-week summer internship program for VSB Sophomores and Juniors
All VSB Majors Eligible • Applications due September 22, 2006**

The maxim “Give the customer what he/she wants,” is the guiding principle of effective marketing. However, there are instances when customers’ immediate wants conflict with their long-term well-being and/or society’s long-term welfare. What course of action should businesses take when these conflicts arise? Under what circumstances, if any, is government intervention warranted, and if intervention is warranted, what action should the government take?

If these questions intrigue you, if you want to explore the implications of this question in a real-world setting, then consider applying for the *Field Experience Program in Marketing & Public Policy*. These issues are at the forefront of Marketing & Public Policy, an emerging field in business that links marketing strategy and tactics, with management, economics, law, and other disciplines.

The *Center for Marketing & Public Policy Research*, a VSB Center of Excellence, is considered one of the top educational organizations in this field. Building upon the Center’s reputation and its distinguished Advisory Board, this new and unique internship program has been created to offer a select group of VSB sophomores and juniors the opportunity to gain practical experience working with leading companies in this exciting field.

How the Field Experience Program Works

- ▶ Over the course of this 10-week program, students will work on multiple assignments, rotating between two companies—or between divisions within the same company—in the same geographic area. Assignments can involve marketing planning and implementation, research, sales, and lobbying, among other tasks. See the accompanying box for information about the anticipated placements.
- ▶ The program will kick-off with a two-day orientation program on campus at the end of May, featuring outside speakers, discussion groups, and social activities. Placements will begin in early-June and end in early-August.
- ▶ CSAPD has approved the internships for academic credit; three free-elective credits will be granted. At the end of the program, students will submit a 10- to 12-page paper summarizing what they learned. Students will present their paper at the Fall 2007 Board Meeting of the *Center for Marketing & Public Policy Research*. This paper is in addition to the other CSAPD-specified requirements for internships resulting in academic credit.
- ▶ Students will receive a salary of \$2,500 for successful completion of the 10-week program. In addition, the University’s \$600 summer internship tuition fee will be picked up by the program.

The Benefits of the Program

- ▶ Boosting your credentials for full-time employment or admission to law school or other graduate programs by being accepted into this highly competitive, prestigious program;
- ▶ Gaining valuable work experience that will enhance your marketability in the business world;
- ▶ Putting you on the inside track for consideration for a full-time position at the organization(s) you work for during the summer; and
- ▶ Building enduring relationships with the Center’s Advisory Board Members and Faculty Associates.

Placements for the Field Experience Program

Six placements will be available for the Summer 2007 program. The specific companies and locations are in the process of being finalized, but all of the placements will be in or near major metropolitan areas in the Northeast Corridor, from New England to the Washington, DC area. When you apply for the program, you can indicate your geographic and industry preferences. When you reach the final stage of the application process, you will have an opportunity to select the specific placement(s) for which you wish to be considered. Below are general descriptions of the anticipated placements:

- ▶ Legislative and legal assignments for a top lobbying firm in the field of Marketing & Public Policy.
- ▶ A rotating assignment involving a community bank and a major diversified financial services firm.
- ▶ Working with one of the top Outdoor Advertising companies in the country on sales-related assignments and legislative/regulatory issues.
- ▶ Marketing and regulatory assignments for a food and a nutritional supplement manufacturer.
- ▶ A rotating assignment with a company in the tobacco industry and a law firm specializing in tobacco-related legislation.
- ▶ A rotating assignment with a major advertising agency and an international marketing research firm.

Eligibility Requirements

- ▶ Current sophomores and juniors enrolled in the Villanova School of Business.
- ▶ **All** majors are eligible. This program is **not** limited to Marketing majors.
- ▶ Completion of Principles of Marketing (MKT 1137) by the end of the Spring 2007 semester.
- ▶ Minimum overall GPA of 2.5.
- ▶ Students must meet all other requirements specified by CSAPD for internships resulting in academic credit.

The Application Process

- ▶ Submit a completed application (see attached) and resume to CSAPD (Bartley Hall, Room 023) by Friday, September 22 at 5:00 p.m. Hard-copy only; no e-mail submissions, please.
- ▶ The applications will be reviewed by a committee consisting of VSB staff and faculty from several disciplines. You will be notified by Friday, September 29 whether or not you've been selected for the second phase of the application process. Students accepted for the second phase must attend a one-hour orientation meeting on Tuesday, October 3 at 4:00 p.m. (location to be announced).
- ▶ The second phase of the application process involves a presentation to members of the *Center for Marketing & Public Policy Research* Advisory Board the afternoon of October 16. Each applicant will present an analysis of a business issue related to Marketing & Public Policy for 15 minutes; this will be followed by 5 minutes of questions from the Board. The September 29 notification letter will explain the topic for the presentation. At the conclusion of all of the presentations, the applicants and Advisory Board members will adjourn to a private networking reception.
- ▶ Finalists for the internships will be announced in mid-November. At that time, you will be able to select the specific placement you wish to be considered for and will interview individually with the company (or companies) sponsoring the placement.
- ▶ We expect offers from the companies to be extended in December, with final arrangements concluded by the students in January 2007. At that time you will meet with Julie Freedman of CSAPD to complete the internship registration process.

For more information about the Field Experience Program

Please visit the Center website (<http://www.villanova.edu/business/excellence/marketing>), or contact Professors Jim Mullen (james.mullen@villanova.edu) or Bill Madway (william.madway@villanova.edu) of the Marketing Department. Updates about the program and answers to *Frequently Asked Questions* will be posted on the Center's website, so be sure to check it regularly.