

**Career Services Referral Sheet**

**Elizabethtown College**

1 Alpha Drive  
Elizabethtown, PA 17022  
717-361-1000

PLEASE PRINT NEATLY.

Staff Member Contact Name: Bernadette Schoch Ext. 361-1494

Date: March 15, 2005 Email: schochb@etown.edu

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Name of Business Contact: Patricia A. Marrero

This individual is a/an (check all that apply):  Alum  Parent  Development Prospect

Position Title: Organizational Development Manager

Company Name: Phoenix Contact, Inc.

Daytime Telephone: (717) 944-1300, ext 3022 Work email: pmarrero@phoenixcon.com

Prefers initial contact to be made via:  Telephone  Email  either

The following opportunities are available within the above organization:

Internships  Mentoring/Shadowing  Entry-level jobs  Mid/Upper-level jobs

Is the organization interested in specific majors? If so, which? Engineering, Marketing,  
and IF

Other Comments: \_\_\_\_\_  
\_\_\_\_\_

*\*\*Please attach position description, business card and any other company literature if available.*

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**FOR CAREER SERVICES USE ONLY**

Successful follow-up made by  Cindy  Brenda on \_\_\_/\_\_\_/\_\_\_.

*Next steps:*

Follow up with H.R. contact  Notify academic dept. about position

Post internship on Career Central  Send thank-you note

Post job on Career Central  Other \_\_\_\_\_

Post job on etownalumni.com \_\_\_\_\_

No positions currently available...contact at later date (\_\_\_/\_\_\_/\_\_\_)

## Intern Position Requirement Form

Department: CLIPLINE Marketing Department	
<b>STUDENT REQUIREMENTS:</b>	
Major: Marketing/Business	
Year (Please check one if it is of importance to project): <input type="checkbox"/> Freshman <input checked="" type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior	
Specific Experience, Course Requirements, Technical Skills: Basic Computer Skills and Marketing courses	
Brief Details of Project(s):  1. Rework two U.S. brochures/catalogs: CLIPLINE Selector guide and CLIPPROJECT Flip Chart  2. Reorganize competitive samples and catalogs, and research competition with emphasis on ring-lug.  3. Revamp Rail Assembly Sample Offering  4. Update & organize power point presentations  5. Support the Revamp of CLIPLINE Web pages	Estimated Length of Project:  3-4 weeks  2-3 weeks  2 weeks  1-2 weeks  2 weeks
Student duties & responsibilities for projects:  1. Develop new cover, add & delete products, revamp order and look of some pages.  2. Surf the net for competitive information, research market size for ring-lugs with emphasis on the Utility/Power Industry.  3. Build new rail assemblies, delete some assemblies, coordinate photo's and facilitate placement onto the Phoenix forum.  4. Organize k drive presentations, eliminate duplications, establish same template and create file folders to provide easy access by topic (basic training, functional training, competition, etc.)  5. Gather P/N data and enter P/N data into useable matrix to be uploaded to the web	

### Intern Position Requirement Form

Department: Product Marketing -- COMBICON	
<b>STUDENT REQUIREMENTS:</b>	
Major: Business with either a major, minor, or emphasis in marketing	
Year (Please check one if it is of importance to project): ___ Freshman      ___ Sophomore <input checked="" type="checkbox"/> Junior      ___ Senior	
<b>Specific Experience, Course Requirements, Technical Skills:</b>  We need an individual who is competent in Excel and knows how to conduct research using the Internet. In addition, we would like the individual to have completed courses in marketing, marketing research, and ideally statistics. Some primary research will be required using the telephone. We would like the individual to feel comfortable making outbound telephone calls with a level of professionalism.	
<b>Brief Details of Project(s):</b>  To prepare for our strategic plan for COMBICON products, we are conducting extensive marketing research. The research includes industries and competitors.	<b>Estimated Length of Project:</b>  The estimate length of time is approximately 6-8 weeks (if full time).
<b>Student duties &amp; responsibilities for project:</b>  <ul style="list-style-type: none"> <li>- Conduct research using the Internet (target industries and competitors).</li> <li>- Conduct research using the telephone (minimal but still a requirement).</li> <li>- Summarize information in Excel and/or other profile reports.</li> <li>- Analyze information.</li> </ul> I will give the individual clear direction on industries, competitors, reports and profiles needed.	

## Intern Position Requirement Form 3

Department: Marketing	
<b>STUDENT REQUIREMENTS:</b>	
Major: Engineering - EE / EET	
Year (Please check one if it is of importance to project): <input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior	
Specific Experience, Course Requirements, Technical Skills:  Marketing and / or Training Interest	
<b>Brief Details of Project(s):</b>  Develop training class for sales partners on the Fundamentals of Power Systems / Applications. This will include development of curriculum to teach the basics of power distribution, utilization, and power quality issues. Will included a heavy emphasis on use of surge protection technology, filtering technology, DC power conversion and UPS technology in industrial applications.	<b>Estimated Length of Project:</b>  3 months
<b>Student duties &amp; responsibilities for project:</b> <ul style="list-style-type: none"> <li>• Develop training curriculum on "Fundamentals of Power Systems".</li> <li>• Include content development (power point presentations / handouts).</li> <li>• Include development of workshops and demonstrations with Phoenix Contact power supply, DC UPS, and surge protection products.</li> <li>• Include development of coarse testing and evaluation methods.</li> </ul>	

## Intern Position Requirement Form

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Department: Marketing	
<b>STUDENT REQUIREMENTS:</b>	
Major: Marketing	
Year (Please check one if it is of importance to project): <input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior	
Specific Experience, Course Requirements, Technical Skills:  Technical Aptitude	
<b>Brief Details of Project(s):</b>  Market Research and Campaign Development. Video Surveillance / Security Market for Surge protection. Project will be to research Video surveillance / security market for opportunities for surge protection of the sensitive electronics used in these systems. From this research and with the help and direction of the PMM intern will develop a sales / marketing campaign to target this industry segment for our surge protection products.	<b>Estimated Length of Project:</b>  3 months
<b>Student duties &amp; responsibilities for project:</b> <ul style="list-style-type: none"> <li>• Research components include Phoenix Contact's internal customer database and external resources.</li> <li>• Complete competitive environment analysis required</li> <li>• Research and analysis of equipment failure and downtime costs for this industry.</li> <li>• Determine application examples for Phoenix Contact surge protection products.</li> <li>• Prepare report / campaign (with the assistance of PMM) for targeting this market with Phoenix Contact surge protection products.</li> </ul>	

## Intern Position Requirement Form

Department: Marketing	
<b>STUDENT REQUIREMENTS:</b>	
Major: Engineering - EE / EET	
Year (Please check one if it is of importance to project): <input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior	
Specific Experience, Course Requirements, Technical Skills:  Some PLC Programming Experience Strong Documentation Skills	
<b>Brief Details of Project(s):</b>  Application Note Series. Develop an application note series for a variety of Phoenix Contact serial data products to document connection methods and module set up procedures for specific PLC platforms. The types of Phoenix Contact products include: Dial up data / fax modem, Device servers (RS 232 to Ethernet), Data radios, etc. These application notes will be formalized and ultimately used by Phoenix Contact customers.	<b>Estimated Length of Project:</b>  3 months
<b>Student duties &amp; responsibilities for project:</b> <ul style="list-style-type: none"> <li>• Test each Phoenix Contact product with specific PLCs including those from AB, Omron, Schneider, Koyo.</li> <li>• Document all set up and configuration requirements. These will include cabling and pin-outs, dip switch settings, software settings, PLC programming, etc.</li> <li>• Formalize documentation in presentable form to be used by future customers.</li> </ul>	

### Intern Position Requirement Form

Department: Marketing	
<b>STUDENT REQUIREMENTS:</b>	
Major: Advertising/Marketing	
Year (Please check one if it is of importance to project): <input type="checkbox"/> Freshman <input checked="" type="checkbox"/> Sophomore <input checked="" type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior (Minimum of Sophomore, but we would prefer Junior or above.)	
<b>Specific Experience, Course Requirements, Technical Skills:</b>  Min. 1 year advertising/marketing courses  Very good to excellent writing skills  Very good to excellent computer skills (Microsoft office programs)  Ability to translate ideas into presentable examples	
<b>Brief Details of Project(s):</b>  Develop promotional pop-ups for New Product families  Design potential advertisements for 2005 new products (VARIOSUB, M12 Ethernet, HEAVYCON Advance)  Develop Capabilities Brochure for complete PLUSCON line. ("follow the wire")  Develop mailers for USB, Firewire, Ethernet RJ45/1P67)  Develop 2006 trade show panel design concepts	<b>Estimated Length of Project:</b>  These projects can each be worked on simultaneously, but should occupy the ~12 weeks that the intern should be here.
<b>Student duties &amp; responsibilities for project:</b>  We would provide direction to the intern, in general terms, relative to each project: We would expect the intern to work independently with assistance as needed. We would have weekly meetings to review progress, issues etc.	