

KU SBDC INTERNSHIP PROGRAM—
Practical Business Experience and Applications

GOVERNMENT MARKETING/RESEARCH

DESCRIPTION

The Kutztown University Small Business Development Center in Exton, Chester County offers student internship programs for 1-2 semesters or for the summer. Generally the internships are unpaid although students may obtain course credit depending on your college. Interns work closely with the Government Marketing Specialist to research for Pennsylvania companies the possibility of selling goods and services to federal, state and local government entities. Interns also help these companies register for trade leads and assist them in complying with procurement requirements. Times and days of the week are flexible, depending on the intern's schedule.

SKILLS

Excellent verbal and writing skills are required. Business research skills and creativity are very important. We use both online and printed materials for marketing intelligence. Good time management is essential to complete assignments with client's time requirements. Junior and senior students are preferred, but freshmen and sophomores will be considered if the student has some experience and the skills mentioned.

NEXT STEP

Please review the website at www.kutztownsbdc.org as a first step. If the internship is of interest, please contact:

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