

MARKETING &

ADVERTISING

EDUCATION

INTERNSHIP PROGRAM



BACKGROUND:

The MADE (Marketing & Advertising Education) internship program originated from the findings uncovered in the study, “Bridging the Talent Disconnect: Charting Pathways to Future Growth.” There was a resounding call from all key stakeholders surveyed in the study—students, academic, and industry—about the need to have a robust summer internship experience as a critical step to future entry level employment.

KEY INSIGHTS:

- **Internship Experience Critical**

All stakeholders agree that the internship experience is critical as a signal to future employers that they are ready to ‘hit the ground running’ when joining their organization.

Industry Perspective: “The summer internship gives the intern functional expertise of a specific department, plus the collective experience of teamwork. We use the internship to identify new hires within a six to nine-month time frame.”

— RENETTA E. MCCANN, Chief Talent Officer, Publicis Communications NA, Leo Burnett USA

Academic Perspective: “We have a mandatory internship requirement for an undergrad. All the internships are managed on an online course, 30 students per faculty member. We work with the employers who are learning about the students while the students figure out if this path is fulfilling to them.”

— MICHELLE STEWARD, Associate Professor Marketing Wake Forest University

Student Perspective: “If you don’t have an internship every summer of your university career, you are at an extreme disadvantage. It’s very competitive nowadays. The talent sphere is entirely different today. I have interned every summer for the past five years, and it’s only because of that that I’m interviewing with companies I really love. The real education happens outside of the classroom. Those who think the classroom is the only way to get a new job may need a little more exposure.”

— STUDENT, Liberal Arts

- **Quality of Internship Experience is Variable and Inconsistent**

While the internship experience is an indicator that the student was exposed to a working environment, it doesn’t reflect the quality of the experience. The experience can be highly variable, as factors such as source of placement, interest from the manager, quality of projects, and the drive of the intern play into that experience. That doesn’t dissuade the industry from placing a premium on this kind of experience. However, the lack of standardization in the internship experience puts the onus on the student to source and extract the most value out of an internship.

- **Path to Securing an Internship is Often Done Through Personal Networking**

Securing an internship is often done through personal referrals. That puts many students who don’t have access to this kind of network at a disadvantage. Securing an internship often reflects on who the student knows instead of what they know, which is often a poor indicator of how well they will be suited to particular jobs in the future.

About the **MADE** Program

PURPOSE:

The goal of the MADE program is to attract the highest quality of students from a diverse student population for this summer internship sourcing program. All participating companies pay their summer interns, an important sign to students that their work is valued. This program enables the AEF to achieve the following:

- **Entry Level Skills Standardization**
Positioned as the “common app” for internships, this program will create entry level skills standardization for the industry. It is an opportunity to identify the core skills that are necessary for the entire industry to evaluate future talent.
- **Summer Intern Program Certification**
The AEF wants to certify marketing and advertising summer intern programs to create industry thresholds for skills acquired, executive exposure, and project depth for this experience.
- **Diversity Emphasis and Tracking**
The AEF’s geographically expansive academic network constructs a consistent pipeline of talent. Over 75% of MADE interns are from diverse backgrounds.

CORE ELEMENTS:

- **Educators Often the Best Referrals of Student Talent**
The AEF has built relationships with thousands of professors since its inception. These professors have real insight into the quality of thinking and expression of thought that students exhibit in the classroom.
- **HR Tech Stack Leveraged to Scale Program Recruitment**
The AEF is working with leading technology providers to source, evaluate, and recommend students. The technology model built will provide high quality data back to the industry on the tactics to recruit and assess students who are looking to break into the industry.
- **Spring Semester Training to Prepare for MADE Program**
After interns are selected, the AEF will organize training to prepare them for the MADE program. This training will encompass topics that the industry is facing such as social media and multicultural marketing. These topic areas will also be complimented with soft skill training such as basic presentation skills and running effect meetings.

TIMELINE:

Student applications open (rolling admission):
OCT 2019 – JAN 2020
Candidates selected & available for placement:
NOV 2019 – APR 2020
Based on host company, internships start:
JUNE 2020

PARTICIPATING COMPANIES INCLUDE:



contact

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