



Making the Most of Summer 2020 | Marketing

As you look to prepare for job and internship recruiting and a career in marketing, remember that an 8-10 week internship is just one way to build experience and demonstrate aptitude for a particular career path.

Instead of thinking of your resume as discrete 8-10 week experiences, look at it as your personal portfolio of small and larger experiences demonstrating your knowledge and skills relevant to this industry. Below are ideas to help you structure an engaging and productive summer and beyond, to continue building on your current skills and preparing for competitive candidacy in upcoming internship and full-time recruiting cycles.

- *Pro-tip: If you do “create your own summer experience/ internship”, keep notes on what you have learned and write a paper. As you interview in the 2020-2021 academic year, you can strategically provide this paper to employers as evidence of what you accomplished this summer.*

Deepen Your Knowledge About Marketing (10-15 hrs/week)

Firms always value applicants who have taken the time to really learn about their chosen career field, and to think critically about their fit for the profession. This will also help you think about which roles appeal to you most and might be a fit for your skills and interests.

- Reach out to alums utilizing [Wisr](#), [UChicago’s alumni directory](#), or [LinkedIn](#). It will be especially interesting to talk with alums who are currently working in the companies, fields or functions you are interested in.
- Read books that provide insight about the field of marketing.
 - Book lists:
 - [Thinking Fast and Slow, by Daniel Kahneman](#)
 - [Principles of Marketing, by Philip Kotler](#)
 - [Building a StoryBrand: Clarify Your Message So Customers Will Listen](#)
 - [The Tipping Point: How Little Things Can Make a Big Difference](#)
 - [The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd](#)
 - [Influence: The Psychology of Persuasion](#)
 - [Selling the invisible](#)
- Follow blog posts from current industry professionals are another great resource to gain current intelligence about the industry
 - [Hubspot](#)
 - [The Moz Blog](#)
 - [The Ahrefs Blog](#)
 - [Marketo](#)
 - [Talkwalker](#)
 - [Neilpatel](#)
- Podcasts are a great way to learn and engage
 - Learning from industry leaders through the ANA Educational Foundation [MADE Summer Web Series](#)
 - [Marketing Over Coffee](#)
 - Podcast from Career Advancement: [Career Exploration – Marketing](#)
 - [Social Media Marketing Podcast](#)



- Check out the following documentaries
 - The Century of the Self
 - The Persuaders
 - Art & Copy

Research Firms (2-4 hrs/week)

You will give yourself the best odds during recruiting by applying to a carefully cultivated range of firms for which you demonstrate a good “fit.” The more you know about a firm, the better you will be able to create such a list.

- Surf through websites for firms to learn more about their industry niche, culture, and opportunities for young professionals
- Reach out to professionals, alumni who are working at the companies you are interested in and schedule a brief virtual meeting to learn more about the cultures and the work. As mentioned earlier, [Wisr](#), [UChicago’s alumni directory](#), or [LinkedIn](#) are great resources
- The website of [American Marketing Association](#) maintains a comprehensive list of the latest marketing news, academic journals and resources/tools for marketing professionals.

Hone Your Skills and Knowledge relevant to the role of an intern or entry-level professional in Marketing (8-10 hrs/week)

- Marketing is an art and a science. It is extremely beneficial to cultivate new technical skills that are commonly used in today’s marketing world, such as tools to interpret data (e.g., Excel, Python, Statistics, etc.), data visualization platforms (e.g., Tableau, PowerPoint), tools for graphic design (Adobe, Photoshop), digital marketing, etc.
 - [LinkedIn Learning](#), [Coursera](#), [Codecademy](#), [Skillshare](#), [social media 101 are great resources for this.](#)
- Create your own personal blog to demonstrate your industry interest and knowledge
- Find an influencer on LinkedIn who intrigues you and reach out to them to see if you can volunteer in some manner to assist them
- Do an independent, self-directed project in your area of interest (research and write an analysis of a particular industry served by the firms you are interested in, or a company you would like to work for)
- Closely monitor [Micro-Metcalf](#) opportunities posted on handshake to gain hands on project-based internship experience
- Sign up for the [Career Advancement newsletter](#) to stay informed on new opportunities over the summer
- Check out this [Career Advancement podcast](#) that provides you with additional places to search for jobs and internships

Build Skills by Serving Others (5-10 hrs/week)

- Look for opportunities to use skills relevant to your industry in a volunteer capacity.
 - Utilize Excel to organize and analyze data for a local business or community organization
 - Utilize Adobe or other software to help with graphic design for a brochure, flyer, etc.
 - Research data to assist the organization with marketing, business development, or other need
 - Manage a project for the organization
 - If you’re connected with community organizations, see if there are ways that you can provide support through them. Check with organizations where you have volunteered in the past to see if you can step back into previous roles.
 - Use [idealist.org](#), [volunteermatch.org](#), or [omprakash.org](#) to seek other local options; or seek short-term project/internship opportunities through family networks. You can also apply for [Jeff Metcalf Fellowship Grant](#) if you need additional financial assistance on your internship