

**A few of the most popular
MARKETING and MARKET RESEARCH
placements available through The Philadelphia Center:**

The Camden Riversharks; Marketing and General Management: The Riversharks are one of eight teams in the Atlantic League of Professional Baseball Clubs. This independent minor league's mission is to bring a high level of professional baseball and affordable family entertainment to selected communities not presently being served by Major League or Minor League teams. The Riversharks are owned and operated by Keystone Baseball LLC. The park faces the Ben Franklin Bridge and provides a spectacular view of the nightly light show on the bridge as well as the skyline of historic Philadelphia. Campbell's Field was named "Ballpark of the Year" for 2003 by digitalballparks.com. The Marketing, PR and General Management Intern may have the opportunity to assist in creation of promotional flyers; assist with proofreading, distributing, tracking, and filing of ads to media outlets; assist sponsorship sales staff as needed; serve of the "Street Team", distributing promotional materials; prepare game day promotional props and giveaways; collect e-mail addresses; and assist with general front office management as needed. The intern may also assist with press releases; writing stories for game-day "playbills"; develop and maintain relationships with local media; assist on game day; assist with post-game PR. The intern will also perform general administrative tasks as assigned.

Comcast-Spectacor; Marketing Intern: Comcast-Spectacor is an established leader in the sports management industry, providing high quality sports and entertainment, as well as two tremendous sports and entertainment facilities, to millions of fans across the country. Comcast-Spectacor is the Philadelphia-based sports and entertainment firm, which owns the Philadelphia Flyers of the National Hockey League, the Philadelphia 76ers of the National Basketball Association, the Philadelphia Phantoms of the American Hockey League, Flyers Skate Zone, a series of community skating rinks designed to promote skating and hockey in the Philadelphia region, the Bowie Baysox, the Delmarva Shorebirds, the Frederick Keys baseball teams (all affiliates of Baltimore Orioles) the Wachovia Center and Wachovia Spectrum and Comcast SportsNet, a regional 24-hour sports programming network. Marketing Intern responsibilities include the following: assist in promoting family shows, Philadelphia Flyers, and arena sporting events; assist in day-of-event operations with Promotions, Operations and Security Departments; conduct demographics, psychographics research for various department projects; follow up on Wachovia Spectrum/Center event promotions; create post-event marketing summaries; participate in brainstorming sessions related to proposed marketing projects; and perform other duties as assigned. Candidates should be college juniors or seniors working for credit. Basic knowledge of Word, WordPerfect, spread sheets, and Lotus 123 required. Computer graphics experience helpful, but not necessary. Applicant must be able to work in a fast-paced environment and possess excellent written and verbal communication skills.

Franklin Institute; Marketing/Membership Intern: The Franklin Institute is one the nation's leading science and technology museums. Three different positions are available in the area of Marketing/ Membership at different times. MARKETING INTERN will provide administrative support for the Marketing Department, assist in execution of marketing programs, copy and collate marketing materials, assist in the preparation of bulk mailings, and assist in external distribution of Museum brochures. MARKETING/MEMBERSHIP

SPECIAL EVENTS INTERN (available only for the Fall semester) will assist Coordinator of Special Events with planning, implementation, and execution of both Marketing & Membership events in the fall, promoting new attractions, and increasing Museum attendance. RESEARCH & EVALUATION ASSISTANT will interview visitors about their responses to exhibits or on general science topics, track and time visitors in the exhibits, compile data in Excel spreadsheets, tally data, and write reports, plus contact staff at other museums to query them about practices at their institutions.

National Analysts Research and Consulting; Research Assistant: National Analysts is an independent consulting and marketing research firm that has helped Fortune 500 companies define their market voice and create a competitive advantage for almost 100 years. Over the years, National Analysts has developed innovative research techniques, analytics, and tools used to solve difficult marketing problems. While National Analysts prides itself on cutting edge research that is well conceived and skillfully executed, the proof of the company's value lies ultimately in the counsel offered to clients. The unusual combination of research leadership and depth of market experience have enabled National Analysts to help many of the world's largest corporations solve complex and challenging problems. Large-scale survey research and qualitative studies for business and not for profits. Research and questionnaire design, data analysis, report writing. Corporate environment. Opportunity to use psychology and/or social science research skills in a business setting.

Philadelphia Zoological Gardens; Marketing Assistant: Throughout its history, America's first zoo has played a monumental role in educating the public about exotic animals, promoting and participating in worldwide conservation efforts for endangered wildlife, and providing exceptional recreational opportunities for families. Today the Zoo is reaching new heights in all areas of its mission as a conservation, education and recreation organization. Its state-of-the-art animal exhibits and health-care facilities, award-winning education and conservation programs, recreational opportunities, guest services, scientific accomplishments and historically significant venue make the Philadelphia Zoo one of the world's most renowned zoological societies and gardens. The Zoo is also the Philadelphia region's leading family attraction, welcoming more than a million visitors a year. The Zoo uses all of its unique and compelling features to inspire people of all ages to action and leadership in support of wildlife conservation. Marketing Assistant will work with Special Events Manager and Promotions Coordinator to create and implement all events that happen at the Zoo. Student will learn how events happen, from an idea, to planning, to acquiring promotional partners (including TV and radio), and then to actual event day.

STAR Group; Advertising: Media Intern: STAR Group is an award-winning full service advertising agency offering clients an array of in-house capabilities including Advertising, Branding, Direct Response, Media, and Public Relations services. The STAR Group was created in 1985 as Rosanio, Bailets & Talamo, Inc., and became RBT/Strum in 1996. Since its founding, the company has grown dramatically, and by 1998 had developed into the largest locally-owned, full-service communications agency in the Greater Philadelphia area. STAR Advertising professionals know that today's clients need to instantly connect with customers. Which is why STAR works tirelessly to make sure that its advertising strategies offer critical insights into the emotional needs of consumers. Connect with a consumer on an emotional level, and you begin to build a relationship. When that relationship becomes

stronger and more mature, you begin to build a lasting brand. Advertising: Media Intern assists with all aspects of media planning/buying.

The Pennsylvania Horticultural Society; Marketing and PR Intern: The Pennsylvania Horticultural Society is a not-for-profit membership organization founded in 1827. As producer of the Philadelphia Flower Show, PHS annually hosts 250,000 visitors and garden enthusiasts at the largest indoor flower show in the world. The 2004 Show marked the 175th anniversary of the Show (March 7-14). Next year's Show, "America the Beautiful" will be held March 6-13, 2005. Proceeds from the Philadelphia Flower Show benefit PHS's outreach efforts including its acclaimed greening program, Philadelphia Green. PHS's mission is to motivate people to improve the quality of life and create a sense of community through horticulture. Marketing/PR Intern responsibilities include marketing and public relations duties as they relate to the preparation, execution, and wrap-up of the Philadelphia Flower Show. Duties will vary by semester and may include: preparing sponsor solicitation kits; participating in distribution of promotional materials prior to/at the Show; assisting in Flower Show publicity efforts and city-wide promotions; participating in coordination of volunteer activities at the Show; assisting with media-related activities at the Show; participating in coordination of Flower Show video sales; preparing follow up Thank You kits for sponsors after the Show. Attendance at Show-related special events would enhance the intern's experience; events include press conferences, publicity events, Convention Center site visits and networking receptions. No horticultural/gardening experience required.

U.S. Department of Commerce; Trade Intern: The U.S. Commercial Service is the trade promotion unit of the International Trade Administration. The mission of the Commercial Service is to support U.S. commercial interests in the United States and help small and medium sized companies export American made goods and services around the world. Our commitment is to: promote the export of U.S. goods and services, strengthen the U.S. economy, maintain job security, and create jobs; protect and advocate for U.S. business interests abroad; assist U.S. firms in realizing their export potential by providing counseling, overseas market information, international contacts, and trade promotion vehicles; support the export promotion efforts of other public and private organizations by partnering with others to create a full service export development infrastructure. International trade interns become involved in the daily operational aspects of a high activity office and work closely with an international trade specialist. They assist the specialist by completing research projects, providing market analysis, and coordinating event development, as well as performing other light clerical and administrative support duties. Interns also will learn to use and market the U.S. Commercial Service's commercial information databases. The system's highly detailed economic trend and market analysis helps exporters identify and assess their potential overseas markets. Interns also will have the opportunity to develop export marketing and sales strategies by identifying established channels of distribution to penetrate new world markets. Numerous opportunities will be available to interact with area businesses, foreign visitors, U.S. Foreign Service Officers, and U.S. Embassies and Consulates. Our internship mission is to train the next generation of American international businessmen and women to become our clients or our colleagues.

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