

# Bronco Athletics Marketing 2017-2018 Internship Application



The Boise State Athletics Marketing and Promotions Department is a team committed to providing support for the Boise State University Athletic Department and Boise State University student-athletes. As a customer-focused team, we will generate student and community support through proactive marketing activities. We will do so in an ethical manner while providing family and student entertainment through an engaging game atmosphere.

Internships within the Boise State Athletic Department are a great opportunity to gain experience in the field of intercollegiate sports marketing. This hands-on experience will give you an advantage over other applicants when the time comes for you to start a new career or even when looking at changing careers.

Athletic Marketing Internships are awarded on an annual basis; you will be involved in fall, winter, and springs sports as well as other special events and activities. Although these internships are unpaid, there are many other benefits to working within collegiate athletics. If involving yourself in how the Boise State Athletic department works, solving problems, and being part of a team sounds like fun, apply below!

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Name \_\_\_\_\_ ID # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone \_\_\_\_\_ Year in School (2017-18) \_\_\_\_\_ Major \_\_\_\_\_

Email Address \_\_\_\_\_

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Internships within the Boise State Athletic Marketing Department are **unpaid, year-long commitments of time, energy and effort**. This includes regular attendance at weekly meetings and most Boise State sporting events, which often occur after “normal” business hours and on weekends.

Your signature below indicates you understand the nature of the position and you are willing and able to make this commitment for the **entire year** regardless of other jobs or endeavors in which you may be involved.

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Applicant Signature

Date

**Please answer these questions and submit them with a current resume to Bronco Sports Marketing in the Varsity Center, room 171 or email to Ryan Elliott at [ryanelliott@boisestate.edu](mailto:ryanelliott@boisestate.edu). Applications must be received by March 17, 2017.**

Why do you want to be a Boise State Sports Marketing Intern?

What Bronco athletic events do you attend as a student?

What is your dream job? (Please be specific)

What promotion(s) have you observed and enjoyed at Bronco athletic events? Why?

What is one promotional idea you would implement at a Bronco athletic event to increase student attendance?

If selected, what would you hope to gain from this position?

Assess your proficiency with the following computer applications:

*Please rank each as: E – Expert; P – Proficient; F – Familiar; L – Limited; N – None*

Microsoft Word	_____	Facebook	_____
Microsoft Excel	_____	Twitter	_____
Microsoft Publisher	_____	Adobe Photoshop	_____
Microsoft PowerPoint	_____	Other (list)	_____