

2011-12
University of Oklahoma Athletics Department
Marketing and Promotions Internship

Name _____

OU ID# _____ Email Address _____

Local Address _____

Permanent Address/Parent's Address _____

Local Phone _____ Cell Phone _____

Permanent Phone _____

Major _____ Cumulative GPA _____

Expected Date of Graduation _____

- I. Internships within the OU Athletics Marketing Department are year long commitments of time, energy, and effort. This includes regular attendance at meetings and most Oklahoma sporting events. 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 you may be involved in.**

Applicant's Signature _____

Date _____

- II. In order to apply for an internship with the Oklahoma Athletics Marketing and Promotions Department we require that your cumulative GPA is at least a 2.5 and are enrolled in a minimum of 12 credits at OU. We also require that we are able to receive an unofficial transcript upon applying for the internship position.**

Print Name

Signature

Date

OU ATHLETICS

OU Sports Marketing Internship Overview

This internship is awarded on an annual basis and **requires a minimum of 10-20 hours per week**. This weekly commitment includes at least **6 hours** in the office and staffing at numerous Oklahoma sporting events, most of which take place on **weekends, in the evening, or on holidays**. **Interns must be available to staff sporting events from mid August 2010-May 2011, including all home football games**. The scheduled office hours will begin the first week of school, but interns will be encouraged to begin on their specific projects earlier.

Internship Description

- Assist the marketing and promotions staff in all aspects of daily operations
- Oversee various responsibilities for specifically assigned sports or projects, including but not limited to:
 - Create promotional plans for your assigned sport(s)
 - Organize and implement promotions, contests and other game day activities
 - Perform grassroots marketing efforts including flyers, chalking, and other promotions on campus
 - Assist with email and direct mail marketing efforts
 - Produce game scripts and public address announcements
 - Plan and execute special events for students, fans, and Sooner Kids' Club members
 - Game day event management (including pre-game, in-game, post-game production)
 - Coordination of promotional events and game day activities, including premium item distribution, contests, information table set up, and on field presentations
 - Attend all home football games, at least half the men's and women's basketball games, and many selected Olympic Sports events including but not limited to soccer, wrestling, baseball, softball, volleyball, men's gymnastics, and women's gymnastics and will be required to meet a quota of events each month
 - Attend monthly meetings with other interns

Qualifications:

- Must be able to work evenings, weekends, and some holidays
- Strong verbal, written, organizational and interpersonal skills
- Ability to work in a time sensitive, team-oriented environment
- Available to attend mandatory retreat in mid August
- Initiative, dedication, and a strong work ethic
- Excellent communication and customer service skills
- Willingness to commit to position for entire academic year.

Benefits Include:

- OU merchandise
- Tickets to OU athletic events
- Networking opportunities and interaction with department directors
- An opportunity to earn class credit (highly encouraged)

I. Form Questions – please address the following questions on a separate piece of paper. Only typewritten answers will be accepted.

1. Why do you want to be an OU Athletics Marketing Intern?
2. What OU athletic events have you attended in your time as an OU Student? Describe the frequency of your attendance and list one experience in detail and describe your thoughts – was it a good or bad experience, what did you like and what did you not like, what are your suggestions for improvement?
3. List your campus and community activities and work experiences, and address how they have prepared you for this internship.
4. What is the best job you’ve ever had? Describe the job, your duties and what you learned from the experience.
5. Please list 5 words that a friend or coworker would use to describe you.
6. For the following programs, please list your efficiency level:

Microsoft Word	LOW	MEDIUM	HIGH	No Experience
Microsoft Outlook	LOW	MEDIUM	HIGH	No Experience
Microsoft Access	LOW	MEDIUM	HIGH	No Experience
Microsoft PowerPoint	LOW	MEDIUM	HIGH	No Experience
Adobe Photoshop	LOW	MEDIUM	HIGH	No Experience
Adobe InDesign	LOW	MEDIUM	HIGH	No Experience
Facebook	LOW	MEDIUM	HIGH	No Experience
Twitter	LOW	MEDIUM	HIGH	No Experience
iTunes	LOW	MEDIUM	HIGH	No Experience
Sound Director	LOW	MEDIUM	HIGH	No Experience
7. Do you have any graphic design experience? If so, please describe.
8. Do you have any video filming/editing experience? If so, please describe.
8. Give an example of a substantially large time commitment you have had (could be a project, campus activity or leadership role) and explain how you managed your time to complete multiple tasks.
9. Describe what the phrase “Customer Service” means to you.
10. What do you do for fun? Describe any hobbies or interests you have.
11. Please list one idea for improving student attendance for one of the following: OU Men’s Basketball, Women’s Basketball, Baseball, or Softball games. Please describe your idea in detail and give a brief plan for its implementation.

II. Please attach a copy of your resume, including three references. One reference must be a professional reference. The other two may be personal references if you desire. (Please provide contact names, numbers, and your relationship).

**Return this completed form by 5:00pm, Wednesday, April 13, 2011 to:
Dara Hollingsworth, in Suite 3545 of the
Gaylord Family Oklahoma Memorial Stadium.
Please attach your resume.**

Intern Interviews will be conducted from April 20th-April 27th.

For more information, contact Dara Hollingsworth at
(405) 325-5836 or dhollingsworth@ou.edu

The University of Oklahoma is an Equal Opportunity Employer.