



# SUMMER INTERN PROGRAM

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Contact : [internprogram@smps-la.org](mailto:internprogram@smps-la.org)

Due date: November 20, 2015

## Who We Are

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working in the architecture, engineering, construction and AEC industry. The Los Angeles chapter has a marketing Summer Intern Program to offer students professional training, interview opportunities and internship placement.

SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses. Today, SMPS represents a dynamic network of 6,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers. Learn more about our Los Angeles Chapter at: <http://smps-la.org>.

## Student Need fits Marketplace Need

According to studies conducted in 2013, more than 40% of recent U.S. college graduates are unemployed or need more training to get on a career track. The SMPS Los Angeles chapter is committed to bridge the gap between the university and AEC industry. With the current status of the US economy, any good business must understand the importance of marketing and business development in order to be successful. *The Los Angeles Chapter recognizes the high demand for qualified marketing and business development professionals. Our goal is to help students studying Communications, Journalism, English, Graphics or other related curriculum gain practical and hands-on experience.*

By applying to the Summer Intern Program, sophomore, junior or senior undergraduate students will participate in an intensive training program on professional services marketing and have a guaranteed marketing internship interview with a local AEC firm. This program is a win-win for all parties. *Internships to start early June 2016 and lasts 10-12 weeks.*

## Benefits

- Internship interview with local AEC firm
- Increased exposure to the local AEC community
- Increase potential job opportunities to university graduates
- Open up scholarship opportunities to students
- Develop specific skill sets for our industry
- Training free of charge (location and dates to be advised) taught by AEC professionals

## Call to Action

Our AEC industry needs talented individuals such as yourselves. Each year we have an average of over ten firms interested in supporting students pursuing marketing and business development in their professional development. Spread the word amongst other students. This is an excellent opportunity to learn about another industry and apply your talents while establishing connections for future career opportunities. *[Applications are due November 20, 2015.](#)*



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Due date: November 20, 2015

*Summer internship in marketing* for an Architectural, Engineering or Construction firm in greater Los Angeles. Please fill out the questions below and complete the two short essays.

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

University \_\_\_\_\_

I am currently a Sophomore \_\_\_\_\_ Junior \_\_\_\_\_ Senior \_\_\_\_\_ Graduate Studies \_\_\_\_\_

Graduation date \_\_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_

**Internship commitment in terms of time per week (please check all that apply)**

0 - 20 hours \_\_\_\_\_ 20 - 30 hours \_\_\_\_\_ 30 - 40 hours \_\_\_\_\_

**What is your summer availability in weeks?**

8-10 weeks \_\_\_\_\_ 10-12 weeks \_\_\_\_\_ Over 12 weeks \_\_\_\_\_

**Most interested in internship in the following field**

(order of preference, 1 - 5, 1 is most interested)

Marketing \_\_\_\_\_ Presentations/Proposals \_\_\_\_\_ Graphics \_\_\_\_\_

Social Media \_\_\_\_\_ Business Development \_\_\_\_\_

**Industry I'm most interested in**

(order of preference, 1 - 5, 1 is most interested)

Architecture \_\_\_\_\_ Landscape Architecture \_\_\_\_\_ Engineering \_\_\_\_\_

Construction \_\_\_\_\_ Other \_\_\_\_\_

**Please write a short essay, 250 words maximum, on why you want to be involved with this program.**

**Please write a short essay, 250 words maximum, on what your career goals are.**