

### Summer Internship Timeframe

- Students are available from mid-May through the end of August
- A typical internship is 10 to 12 weeks
- Absolute minimum internship period is 6 to 8 weeks
- Peak internship interviewing season is January-March

### Structure of a Summer Internship

- Some companies have formal summer internship programs that are designed as feeder programs for their full-time hiring programs
- For companies without a formal summer internship program, the summer internship can be the ideal opportunity for a student or a 2 or 3 person student team to address special project needs

### Sample Internship Projects

- Develop a marketing plan for a new product
- Complete a budgeting and analysis project
- Analyze product performance and identify competitive gaps
- Develop financial forecasting or valuation models
- Research industry/market trends
- Determine profitability and pricing structures for a new market

### Advantages of Summer Internships for Companies

- Cost effective way to access MBA level talent
- Ability to direct concentrated effort over a short period of time on a specific project
- Fixed project timeframe
- Fresh input
- Evaluation of fit with the corporate culture for potential hires
- Increases company's brand awareness among students





### Intern Recruitment Process

- Contact Jan LaDue at [jladue@cox.smu.edu](mailto:jladue@cox.smu.edu) or 214-768-3789 to:
  - Schedule an on-campus interview date
  - Post an internship opportunity on the Cox MBA online recruiting system
  - Participate in on-campus career fairs
  - Obtain a copy of the Cox MBA resume book
  - Register for electronic access to the Cox resume database which possesses key word search capability

### Intern Budget Guidelines

	Per Hour	Per Week	Per Month
Average	\$25	\$1,000	\$4,500
High	\$50	\$2,000	\$9,000
Low	\$15	\$600	\$2,700