

**Georgia Tech Pre-Law Advising & the Office of Industry Engagement  
Marketing & Communications Intern  
Summer - Fall 2019 Internship**

---

**For current undergraduates in Literature, Media, and Communication (LMC), Scheller, or the College of Design**

**Application deadline: April 23, 2019**

**Internship Description**

The [Georgia Tech Pre-Law Advising program](#) in the [Center for Career Discovery and Development \(C2D2\)](#) and the [Office of Industry Engagement](#) have partnered to create an internship opportunity for **undergraduate students in LMC, Scheller, or the College of Design** interested in learning more about intellectual property in an engaged, experiential way.

The Office of Industry Engagement is seeking entrepreneurial-minded students to join one of the most dynamic teams at Georgia Tech. The Office of Industry Engagement manages intellectual property generated by Georgia Tech research, with services including the identification, evaluation, protection, marketing, and commercial licensing of intellectual property. Industry Engagement interns will participate in many aspects of the technology commercialization process, with a focus on marketing and building the business case for the commercialization of a technology. Working within the Office of Industry Engagement provides valuable business experience and exposure to some of Georgia Tech's most exciting technologies.

**The primary functions and responsibilities associated with the position include:**

- Develop and design technology-focused promotional materials such as flyers, pamphlets, posters, publications, PowerPoints, etc.
- Write and edit content for marketing materials mentioned above
- Ensure marketing materials comply with Georgia Tech's branding guidelines
- Work collaboratively with other students to ensure technology marketing materials are conveyed in a meaningful way to all audiences
- Assist with management of Salesforce database and work with team to further integrate its utilization
- Assist with social media efforts, including the posting and monitoring of content on Twitter, LinkedIn, and Facebook
- Assist with preparation for events, trade shows, and on campus networking opportunities
- Assist with data entry, reporting efforts, and other projects as assigned by supervisor

**What Skills Will Interns Gain?**

As an intern, you will, among other things, gain or enhance existing familiarity with the field of technology transfer and intellectual property. Although this position focuses primarily on marketing, interns will have the opportunity to learn about all stages of commercialization,

including technology evaluation, patent landscaping, customer discovery, and licensing. In addition, interns will have the opportunity to work with an array of marketing tools such as InDesign, Hootsuite, MailChimp, and Salesforce. Lastly, interns will gain greater understanding of strategic academic-industry partnerships and how they impact economic activity.

### **Location of Internship**

Research Administration Building  
505 Tenth Street NW  
Atlanta, GA 30318

### **What are the eligibility requirements?**

- Georgia Tech undergraduate in LMC, Scheller College of Business, or College of Design
- Current student when applying and during entire internship
- 2.5 or higher cumulative G.P.A. when applying and during the internship
- Be in current, good academic standing
- Sincere interest in intellectual property and technology transfer
- Excellent verbal and written communication skills
- High attention to detail
- Basic MS Word, PowerPoint, and Excel proficiency
- Basic proficiency with Adobe InDesign
- Capacity to accurately understand and describe an invention and its features, benefits, and economic potential
- U.S. citizenship

### **What about the compensation, schedule, and additional benefits?**

**The internship is for the entirety of summer and fall terms 2019.** The internship requires a minimum of 10 and maximum 20 hours/week, Monday – Friday dependent upon the intern’s availability. The specific schedule during each week will be decided by supervisor and the intern, and may vary each semester based on the intern’s schedule.

The *starting* hourly pay rate is \$10/hour.

This internship qualifies for three (3) audit credit hours (no tuition or fees) and official transcript designation only if officially registered through the C2D2. Internships have to be registered before the 1<sup>st</sup> day of work, which may be before the last day of Phase 2 registration. The audit credit hours serve as placeholders towards full-time status. Interns only have to register for the additional number in academic credit hours to achieve full-time student status (12 academic credit hours). Registered interns also receive assistance from C2D2 in the event of a problem with the internship. *Registration is not required to do an internship but is required to receive the above benefits. Registration is a separate process for each semester.*

[http://career.gatech.edu/internship/job\\_acceptance\\_placement](http://career.gatech.edu/internship/job_acceptance_placement).

### **What about financial aid and graduation goals?**

The internship may limit or preclude the intern from taking courses for academic credit. Applicants are responsible for consulting with their financial aid advisors (if applicable) to ensure participation in an internship with audit credit hours is permissible. Applicants are also

responsible for consulting with their academic advisors before applying to ensure that the internship will not hinder graduation goals.

### **What will the responsibilities be as an intern?**

Interns are required to have a background check and shall abide by all policies set forth by the Office of Industry Engagement at GTRC and C2D2 (if registered). Failure to fulfill all responsibilities of a registered internship can result in a transcript designation of “unsuccessful audit” and loss of the audit credit hour benefit.

### **What materials are needed to apply?**

1. Email a cover letter and resume to Ashton Harrison at [ashton.harrison@gtrc.gatech.edu](mailto:ashton.harrison@gtrc.gatech.edu) – put “Georgia Tech Pre-Law Internship” in the subject header.
2. an interview (for select applicants only)

Potential candidates should expect to be interviewed by multiple members of the organization. Applications will be reviewed as they are received. Not all applicants will receive an interview.

**All materials must be submitted by April 23, 2019.**

### **Questions?**

Susan Belmonte, GT Pre-Law Advisor, [sbelmonte@gatech.edu](mailto:sbelmonte@gatech.edu)

Ashton Harrison, GTRC Marketing Specialist, [ashton.harrison@gtrc.gatech.edu](mailto:ashton.harrison@gtrc.gatech.edu)

### **Want help with the application materials?**

Susan Belmonte, GT Pre-Law Advisor, [sbelmonte@gatech.edu](mailto:sbelmonte@gatech.edu)