

Business Management/Marketing Internship - Student Business Services

Join a team of business students to run a real Lehigh business!

Student Business Services – a division of University Business Services – is looking for six students to join our team of student business managers. Students are assigned to a team to run a real Lehigh business throughout fall and spring semesters.

*Fall and Spring Semester Businesses that YOU can run:

- Lehigh's Zagster Bike-Share and Zimride Ride-Share. Run Lehigh's bike-sharing and ride-sharing business – build your resume while promoting fun sustainable practices!
- Lehigh's affinity online store – LehighShops.com. Run Lehigh's affinity store – allows you to show online while automatically donating to Lehigh financial aid and scholarships!

*Students are assigned to business based on fit and schedules, not interest.

Internship details:

Compensation - \$10/hour

~6 hours per week (must be available to meet 2-3 hours per week with team)

Fall and spring semester – with an opportunity to return in future years

You'll actively manage a real business that generates revenue for Lehigh. Responsibilities include, but are not limited to:

- Develop business plans
- Develop marketing strategies
- Develop budgets
- Set goals for your business
- Implement marketing tactics
- Conduct market research
- Customer Service
- Financial Analysis
- Analysis of ROI of marketing efforts

Requirements:

- 3.0 GPA
- Sophomore level or higher
- Ability to work 6 hours per week (beginning Fall 2016)
- Enthusiasm and positive attitude
- Business management/marketing experience or interest preferred
- Strong communications skills
- Diligent, exceptional time management skills, motivated and organized
- Ability to solve problems creatively
- Confident in ability to communicate with internal and external groups

Please apply via LUCIE or e-mail resume and cover letter to: **Monika I. Samuelsson, MBA Director of Retail Partnerships and Marketing Lehigh University Business Services 516 Brodhead Ave, Bethlehem PA 18015 mos513@lehigh.edu, 610.758.4652**

