

SWU Marketing Department Summer Internship '23

McKara Street – *Marketing Department | Southern Wesleyan University*

Southern Wesleyan University: Marketing Department

The marketing department at SWU is responsible for:

- Increasing public awareness of the university
- Promote the priorities of Southern Wesleyan University
- Approve all official external communications and promotional materials
- Create a consistent look and message through various communications such as social media, the web, and other promotional materials

Job Duties

- Creatively innovate new ways to engage the audience of SWU's Instagram pages.
- Manage a timeline of social media posts.
- Analyze engagement data on the SWUCO27 Instagram account.
- Manage inventory of SWU merchandise.
- Assemble merchandise packages for SWU summer ministries.
- Demonstrate duties as assigned by Marketing Director, Jennifer Walker

Performance Results

In Three Months:

- Followers increased by 88.6%
- 3,764 accounts reached
- 620 accounts engaged
- 57 likes per post on average
- 87 total posts
- 68 student posts
- Top post: 107 likes

Knowledge, Skills, & Abilities Gained

- Improved ability to utilize Excel spreadsheets
- Enhanced knowledge of analytics regarding marketing and social media
- Refined the skill of managing inventory

Insights Gained

- Marketing is not only distributing social media or digital media.
- Data and analytics are even important for social media.

Courses that Prepared Me

- **Freshman Composition I**
 - Improved writing skill
- **Freshman Composition II**
 - Improved writing skill
- **Foundations for Success**
 - Enhanced time-management
- **Intro to Digital Media**
 - Gained knowledge of design principles

Increased Likelihood of Job

- Though being a marketing director comes with high responsibility and often problem-solving, I believe that I have what it takes to complete such tasks.
- I do not have any desire to work for a university or any type of school.
- I enjoyed organizing inventory and creating packages.
- There was nothing that I did not enjoy.