

**WE ARE MANTERA.**

A progressive marketing and brand growth agency that delivers results.



# Internship Syllabus

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## **THE PROGRAM**

Our internship program is designed to provide real exposure to the marketing industry. We promote 'hands-on' experience where our interns work with a dedicated manager in exploring their area of expertise. Our aim is to create an inspiring learning environment that develops leadership and creativity. Working with our team on real-world, strategic projects offer an incredible opportunity for high-performing, self-starting students to apply their passion and flex their brain-muscles.

During your stay with us we will be assigning you to a wide variety of projects that will help you gain experience in your field(s) of study. You will be included in client meetings, tours, introducing you to new people and procedures that relate to the projects you will be working on.

## **TERM OF INTERNSHIP**

We accept new interns at any time throughout the year. We must do an evaluation and receive a completed internship application prior to any acceptance. Feel free to call Matt Molina at the number above or email him at [matt@manteramedia.com](mailto:matt@manteramedia.com) to have any questions answered.

## **REQUIRED MATERIALS**

1. Reliable laptop with Microsoft Office (Word, Excel)
2. Daily Calendar (hand-written or digital)

## **WE'LL PROVIDE YOU WITH:**

- An email address ([yourname@manteramedia.com](mailto:yourname@manteramedia.com))
- Support and continued guidance on all your assigned projects.
- Guidance on building and developing your personal portfolio and skills.
- Proper management skills which could transfer to other career opportunities.

## AREAS OF FOCUS

Your duties will depend mainly on your educational focus, some include:

- **Social Media**: The researching of specific industries, strategy planning, and scheduling of posts via social media (Facebook, Instagram, TikTok, etc.) to spark engagement for brands in various industries. Work with a team to make the biggest impact online.
- **Project Management**: Work with our upper management to oversee projects of all size and help manage from start to finish.
- **Copywriting**: Contribute to research, writing, editing, creation of developmental elements, and recruiting efforts for various projects.
- **Graphic Design**: The graphic design/development of visual elements.
- **Event Planning**: The process of planning, scheduling, and managing of live events.

## CODE OF PROFESSIONALISM

1. Demonstrates knowledge and skills of your desired profession
2. Commits to self-improvement of skills and knowledge
3. The passion to go above and beyond to perfect their project
4. Willingness to accept responsibility
5. Demonstrates respectful, ethical, and sensitive behavior
6. Willingness to listen and allow others to voice their opinions
7. Demonstrates creativity and innovation.

## DRESS CODE

First impressions count in every industry. A business professional who doesn't take the time to maintain a professional appearance presents the image of not being able to perform adequately on the job.

**Hygiene:** This should be a standard for every person and it's the first thing a person will notice. Facial hair shaved or well-groomed / hair styles or combed, teeth bright, flossed, and fresh breath (carry gum and/or mints always) and cologne or perfume applied.

**Fashion Leader / Trend Setter :** As we are a modern agency so should your wardrobe reflect that. We do not expect everyone to carry the same fashion standards, but we want to project a professional appearance. Be unique, find a style that fits your personality and persona.

**Pants (Men-Winter) :** Slacks always. Pants should be at a length when you sit down, they will display your socks. Also, we expect your pants to be worn at waste level with a color appropriate belt that compliments your shoes.

**Shorts (Men-Summer) :** Dress shorts that are not wrinkled. Board shorts are accepted if they are professional.

**Shoes:** Professional and comfortable shoes that compliment your belt in summertime and

**Shirt & Tie (Winter) :** Use a Military Tuck and make sure to always wear a collared button up. A tie is optional (skinny or regular ties are fine)

**Posture:** The way you carry yourself compliments the clothes you wear. Proper posture can tell a person how you carry yourself from across the room.

**Eye Contact :** Eye contact that never breaks will show a person that they have your full attention. Be sure to notice high and low points in a conversation that should guide your eye attention. When a client is speaking never break eye communication unless you are writing.