



# Internship Syllabus

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## The Program

Our internship program is designed to provide real exposure to the marketing industry. We promote a '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. We accept new interns at any time throughout the year. You must complete our online application and we will notify you of your acceptance status. If you have any questions, please email [matt@manteramedia.com](mailto:matt@manteramedia.com).

## Required Materials

- Reliable laptop with Microsoft Office (Word, Excel)
- Weekly Calendar (hand-written or digital)

## You'll be provided:

- Email address ([name@manteramedia.com](mailto:name@manteramedia.com))
- Guidance on building and developing your personal areas of focus.
- 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 research 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 sizes 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 live events.