

Internship Posting Fall, 2017

<b>Organization name</b>	Los Alamos DogHouse PhD
<b>Mentor/Contact name</b>	Amanda Robertson/Ruth Scott
<b>Address</b>	127 East Gate Drive
<b>Phone number</b>	505-709-0690
<b>E-mail address</b>	doghousephd@doghousephd.com
<b>Organization website</b>	www.Doghousephd.com
<b>Describe your organization</b>	We provide daycare, boarding and training for dogs, 7 days a week. We also board cats.
<b>Internship title</b>	Marketing Specialist
<b>Specific days/hours (if applicable)</b>	NA
<b>What will the student learn from the internship?</b>	Effective marketing techniques that captures an audience for a small business.
<b>What does your business need that a student intern can impact?</b>	Promoting via social media including electronic newsletters, facebook, YouTube, and advertising using videos. Also evaluating best budgets needed for different types of advertising that is most effective for our service.
<b>What project(s) will the intern work on?</b>	Creative ideas and execution of marketing ideas for doggy daycare and boarding to include the above media. Additional media and ideas are always considered.
<b>What skills are required for this internship?</b>	Desired to have some technical skills in YouTube and/or producing creative videos and newsletters for marketing.
<b>What final deliverables will the student produce?</b>	Either a new YouTube channel with posted marketing videos or newsletters or a short report on what are the most effective advertising and marketing channels for Los Alamos and White Rock.
<b>How would you describe the primary purpose of this project? (Select one)</b>	Computer Science/IT Science (Biology, Chemistry, Environmental) <b>Marketing/Communications</b> Project Management Accounting/Finance Other
<b>If "Other", please specify</b>	<a href="#">Click here to enter text.</a>
<b>Any additional information you would like to share?</b>	<a href="#">Click here to enter text.</a>