



A marketing
internship
can take
you places...
*you never
imagined*



A stand-out resume,
hands-on learning,
a head start on your
career... and the list
goes on.

With so many reasons
to pursue a marketing
internship, it's time
to get curious – and
discover what this
enriching experience
can do for you.

► **Take you out of the textbook**

Real clients, real projects,
real challenges.

With an internship, you'll be ready
to tackle the dynamic business
world of today.

► **Boost your confidence**

By immersing yourself in the real
world, you'll be better prepared when
you graduate.

An internship can also help you
conquer your nerves – and kick your
career off with confidence.

► **Stand out from the crowd**

Real industry experience will give you
an edge in a crowded job market.

It could mean the difference between
getting your foot in the door...
and getting through it.

► **Clarify your direction**

An internship will expose you to all
types of people and projects.

In doing so, it might confirm your
passion for a particular path – or
present a pleasant surprise.

► **Complement your degree**

An internship is a great way to
cement everything you have learnt
throughout your course.

You'll discover how to apply all the
marketing theories you've learnt
about – before your peers!

► **Build a professional network**

Ready to create meaningful
connections in the marketing world?

A network of industry professionals
can make a real difference for an
aspiring marketer like you!

A passion for fashion



Isabela Taseski

Brand Communications
Manager (AUS & NZ)

LULULEMON ATHLETIC

Thanks to her marketing internship, Isabela pursued an exciting career path that's taken her all over the world...

During her final year at Monash, Isabela undertook a marketing internship at Australian Country Outfitters – a premium manufacturer and importer of outdoor apparel and products.

It was a dynamic and exciting experience to say the least!

One day she'd be liaising with factories in Fiji on a new range of jackets – and the next day she'd be briefing a graphic designer on new swing tags.

After her internship, Isabela landed a full-time marketing role at an Australian designer concept store. And two years later, she moved to London where she was exposed to global fashion brands such as Armani and DKNY.

Now back in Australia, Isabel is working for popular activewear brand – Lululemon Athletic!

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My marketing internship gave me the opportunity to put my learning into practice. But more importantly, it proved to be an invaluable lesson on what I did and didn't enjoy.

My advice to all the soon-to-be marketing graduates out there: stay passionate and curious, find a mentor, build relationships... and say 'yes' to every opportunity.

About the Marketing Internship program

The Marketing Internship program (MKX3631) is an elective unit open to all undergraduate marketing students at Monash.

After reflecting on your skills and interests, you will research and secure your own internship – under the guidance of the Unit Coordinator.

To be eligible, you must:

- Have a credit average
- Be in your final year (exceptions may apply)
- Be available one day a week for 12 weeks – or three weeks full-time – to complete your internship

How to get started

1. Register your interest online via business.
monash.edu/marketing.
2. Complete a proposal that includes industry research, a skills evaluation and your updated CV.
3. Consult with the Unit Coordinator, who will assess your suitability for the unit.
4. If your proposal is approved, you will need to complete an 'Enrolment Amendment' form and submit it to your nearest Business Faculty Student Services desk.

Let's begin

Contact us today

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