



Sheffield Scholar Internship Application

Thank you for applying for a marketing internship with the Sheffield Institute. Our goal is to provide bright, motivated university students and young professionals with a fun and valuable internship experience that will help them launch successful careers in marketing and media. Please complete the following application and submit it along with your resume to Charles Thornton.

(Email: cthorton@sheffieldcompany.com; fax: 630-310-5190)

PERSONAL INFORMATION

Date:	Phone:
Name:	Major:
Mailing address:	Date of graduation:
Email address:	GPA:

If offered a marketing internship for the Sheffield Institute, please indicate your availability.

Start date:	End date (if applicable):
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WRITTEN ANSWERS

At Sheffield, storytelling is at the core of our approach to marketing and communications. The following questions allow you to give us a sense of your story, your goals and how you communicate with others.

Please answer the following questions in a few sentences. Submit your answers in a separate document:

1. What experience are you looking for in an internship?
2. Summarize your most ambitious career objectives.
3. Please list the social networking platforms to which you currently subscribe and indicate the frequency of your usage (i.e. daily, weekly, couple times a month, rarely).
4. What is your favorite story and why?
5. Describe your personal "brand." What's unique about it? What makes your brand stand out?

Please choose one of the following questions and in a separate document compose a brief essay (500 words).

1. In ancient times, history was recorded orally by storytellers who would pass information on from generation to generation. Today, when information can be instantly captured and documented, is storytelling still relevant?
2. Think about a moment in your life when you observed the powerful intersection of technology and communications. What was it? Describe it and explain how it made an impact on you. What larger lesson did you learn from this experience?
3. You've heard the phrase "a picture can say a thousand words." If that's true, how many words can a video say? Why should this matter to the business world?
4. Describe an organization you know of that has a great story that isn't being told. If it were your job to tell that story, how would you go about doing it?

ABOUT THE SHEFFIELD INSTITUTE: The Sheffield Institute provides students and young professionals with access to a network of professionals in marketing and media, along with opportunities to prepare themselves for careers in these fields through internships and select capstone projects. Lasting two-to-six months, each capstone project provides a non-profit with strategic marketing services and is guided by senior executives to deliver programs and campaigns that range from recruitment, brand building, alumni/member relations and new media (social media, video, etc.) outreach.