Intern Assignment Description

Title: Marketing Research Intern during the Summer 2012
(to allow the student to apply their classroom concepts in a real
world setting)

Department: Marketing/Sales

Directed by: Director of Sales

Time Commitment: 20 to 30 hours per week

Prepared Date: May 25, 2012

SUMMARY

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties
may be assigned.

Conduct market analysis research for various Jameson markets.

Various market research projects as assigned by Director of Sales or Management

EDUCATION and/or EXPERIENCE

- BA degree in Marketing or currently pursuing Marketing degree or MBA candidate
- Experience with market research, market sizing, and competitive data collection
- Past experience in a professional work environment
- Excellent computer skills in Microsoft Office packages
- Personable, can-do attitude, energetic, team player
- Strong communication skills and follow through
- Strong attention to detail and the ability to multi-task

PHYSICAL DEMANDS The physical demands described here are representative of
those that must be met by an individual to successfully perform the essential functions
of this assignment. Reasonable accommodations may be made to enable individuals
with disabilities to perform the essential functions.

To be able to conduct research work on a computer and telephone

Office environment