

KENNESAW STATE UNIVERSITY



Kennesaw State Athletics Marketing 2015-2016 Student Application

The Kennesaw State Athletics Marketing Department seeks to support the goals and visions of the Kennesaw State Athletic Department by driving fan support, enhancing game atmosphere, and developing honored traditions for all athletic competitions.

Student positions within the Kennesaw State Athletic Department are a great opportunity to gain experience in the field of intercollegiate sports marketing. As a student with Kennesaw State Athletics Marketing you will assist with gameday promotional activities, special events, office duties, and other work as assigned. **These positions are volunteer positions.**

Requirements:

- At least one undergraduate academic year remaining at Kennesaw State
- Available on nights, weekends, and occasionally holidays
- Attendance at your assigned sports. You may be assigned to a minimum of one sport per season (Fall, Winter, Spring) and **you are expected to work 100% of the events for that particular sport.**

Name _____

Cell Phone _____ Year in School (2015-16) _____

Major _____ Hometown _____

Email Address _____

Student interns within the Kennesaw State Athletics Marketing Department are **year-long commitments of time, energy and effort.** This includes regular attendance at weekly meetings and most Kennesaw State sporting events, which often occur after "normal" business hours, on weekends, and occasionally holidays.

Your signature below indicates you understand the nature of the position and you are willing and able to make this commitment for the **entire year** regardless of other jobs or endeavors you may be involved in.

Applicant Signature

Date

Please answer these questions and submit them with a current resume to Brandy Chenoweth at bchenowe@kennesaw.edu by July 15, 2015.

Why are you interested in sports marketing?

What Kennesaw State athletic events do you attend as a student?

What are your career interests and goals?

What promotion have you observed and enjoyed at Kennesaw State athletic events? Why?

What is one promotional idea you would implement at a Kennesaw State athletic event to increase student attendance?

Describe any past experiences (both in athletics and out) that you feel have prepared you for this program.

Describe any technology skills, including software and social media.