



Your goal while in college should be to complete at least two internships, and the types of internships you choose are very important!



Intern at a Large, Well Known Organization

(ESPN, Nike, Professional Team)

- Learn industry best practices
- Develop high level connections
- Add resume credibility

Intern at a Small Sports Business

(Minor league team, marketing agency, small university)

- Learn to operate with smaller budgets/staff
- Build deeper relationships
- Gain more hands-on experience



Goals for each internship experience

Make at least 7-10 strong connections within the company and implement your follow-up plan* to keep in touch with them

Learn something from every task

Build and enhance your professional reputation by becoming known as someone who is reliable and hard working

Develop and learn new skills. Write down all meaningful accomplishments and add them to your resume.

Gain career clarity - is this a career path you want to continue down?

Prove yourself enough you feel comfortable asking for referrals

Surpass expectations - go above and beyond! On an internship, every day is an interview.

* Your follow up plan will be explained in a coming module