



University Freshman Global Remote Internship Offerings

Start Date:	Topics:
August 15, 2016	<p>Web Strategy 1 – Website Design Recommend a redesign of the website of a wine company, recommending enhanced functionality, cutting-edge experiential elements and new social media tie-ins.</p> <p>Marketing Strategy 3 – Brand Management and Marketing Plan Development Develop a marketing plan to target New York City residents and professionals to join a “Make-it-Yourself” winery that has been extremely successful on Long Island.</p> <p>Marketing Strategy 6 - Social Media and Target Marketing Develop a social media strategy to target incoming and current international students at U.S. universities. Particular emphasis should be placed on how to reach participants of university international groups (Taiwanese Student Organization, Chinese Scholar Society, Vietnamese Community, Indian Students Organization ...) and how to reach and establish credibility in incoming university groups formed by people in their native country when they accept admission to a certain school.</p> <p>Global Current Affairs 1 - The Marketing of a Presidential Candidate: Building Donald Trump into A Powerhouse Brand This project will review the secrets of superior marketing and analyze the emergence of Donald Trump as a nobody in American politics to a powerhouse worldwide brand about to secure the Republican nomination to run for President against Hillary Clinton.</p> <p>Financial Analysis and Strategy 1 - Investment Banking Analytics In this project, the intern will evaluate the possible merger of two companies in the food industry. The work will involve analysis of the two companies to determine their strategic fit and areas of possible synergies and revenue enhancements and preparing pro forma combined financial statements and earnings per share dilution, under alternative structuring options under different deal structures.</p>

	<p>International Business Development 3 - Introduction of Small Dog Food into China and Japan The number of pet dogs in China and Japan is growing rapidly. Many of these dogs are small in size and have special nutritional requirements. Develop the products and prepare the launch of a high-end dog food into Japan and China.</p>
<p>September 15, 2016</p>	<p>Marketing Strategy 4 – Strategic Industry Analysis and Plan Development The Coke and Pepsi companies are facing severe challenges. Review how Coke and Pepsi are dealing with trends and which company you believe will be in a better financial and strategic position in 5 years. Then compare development of the soft drink market in China vs. the US and whether you believe there will be the same downturn in soda sales down the road.</p> <p>Marketing Strategy 5 - Building Brand Identity Create a worldwide visual identity and template for a global education firm and do rough layouts of web designs in the US, China and Vietnam.</p> <p>Global Current Affairs 1 - The Marketing of a Presidential Candidate: Building Donald Trump into A Powerhouse Brand This project will review the secrets of superior marketing and analyze the emergence of Donald Trump as a nobody in American politics to a powerhouse worldwide brand about to secure the Republican nomination to run for President against Hillary Clinton.</p> <p>Financial Analysis and Strategy 2 - Valuation Analysis - Procter & Gamble This intern will evaluate whether a breakup of this diversified consumer products company would enhance shareholder value.</p> <p>Financial Analysis and Strategy 4 - Activist Investor Analysis - Yum Brands Activist investor convinced Yum Brands to spin off its China restaurant business. This project will involve analyzing other options (creation of a strategic joint venture with an existing industry player and sale of its franchised businesses in the United States.)</p> <p>Entrepreneurship 1 -Developing and Launching a New Business Idea Formulate a new business idea and introductory business plan. There can be one idea for the Team or each individual could be asked to develop an idea and plan.</p>

<p>October 15, 2016</p>	<p>Marketing Strategy 3 – Brand Management and Marketing Plan Development Develop a marketing plan to target New York City residents and professionals to join a “Make-it-Yourself” winery that has been extremely successful on Long Island.</p> <p>Data Analytics 1 – Utilizing Digital Analytics Understand a video-app’s user base in Thailand, the Philippines and India. Segment the user base in each of these markets and then make recommendations for new ways to significantly grow the user base in each market.</p> <p>International Business Development 3 - Introduction of Dog Food into China and Japan Develop the products and prepare the launch of a high-end dog food into Japan and China.</p> <p>Financial Analysis and Strategy1 - Investment Banking Analytics In this project, the intern will evaluate the possible merger of two companies in the food industry. The work will involve analysis of the two companies to determine their strategic fit and areas of possible synergies and revenue enhancements and preparing pro forma combined financial statements and earnings per share dilution, under alternative structuring options under different deal structures.</p>
<p>November 15, 2016</p>	<p>Marketing Strategy 1 – Website Design Recommend a redesign of the website of a wine company, recommending enhanced functionality, cutting-edge experiential elements and new social media tie-ins.</p> <p>Marketing Strategy 6 - Social Media and Target Marketing Develop a social media strategy to target incoming and current international students at U.S. universities. Particular emphasis should be placed on how to reach participants of university international groups (Taiwanese Student Organization, Chinese Scholar Society, Vietnamese Community, Indian Students Organization ...) and how to reach and establish credibility in incoming university groups formed by people in their native country when they accept admission to a certain school.</p> <p>Global Current Affairs 1 - The Marketing of a Presidential Candidate: Building Donald Trump into A Powerhouse Brand This project will review the secrets of superior marketing and analyze the emergence of Donald Trump as a nobody in American politics to a</p>

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December 15, 2016	<p>Entrepreneurship 1 Formulate a new business idea and introductory business plan. There can be one idea for the Team or each individual could be asked to develop an idea and plan.</p> <p>International Business Development 1 This project team will do market research to estimate the size the international addressable market for a biotech company with proprietary products to significantly increase agricultural production and yields</p> <p>Marketing Strategy 3 – Brand Management and Marketing Plan Development Develop a marketing plan to target New York City residents and professionals to join a “Make-it-Yourself” winery that has been extremely successful on Long Island.</p> <p>Social Entrepreneurship 1 - Social Entrepreneurship Develop and sell a plan for how university students in your country can help a local charity achieve its objectives</p> <p>Financial Analysis and Strategy1 - Investment Banking Analytics In this project, the intern will evaluate the possible merger of two companies in the food industry. The work will involve analysis of the two companies to determine their strategic fit and areas of possible synergies and revenue enhancements and preparing pro forma combined financial statements and earnings per share dilution, under</p>

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