

# Internship Search

## Marketing/Advertising/PR

Rockhurst University Career Services • Massman 3  
816-501-4061 • [www.rockhurst.edu/career](http://www.rockhurst.edu/career)

Internship opportunities in advertising, marketing, and public relations are plentiful. They can be found at marketing agencies, private companies, non-profits, and government organizations; in Fortune 500 companies and small businesses; in your backyard or across the country.

### GETTING STARTED

- **RESUME!** Creating your resume is the first step of any internship search. Come to Career Services for examples, advice, and resume review.
- Brainstorm – what would you like to do, for what kind of organization?

### INTERNSHIP POSTINGS

Many internship opportunities can be found online:

- **The RU Career Account:** <http://rockhurst.erecruiting.com>  
This account must be set up by Career Services. It gives access to internship postings sent directly to Rockhurst from employers. Sign up for an account at weekly workshops on Tuesdays at 3:30 pm, Wednesdays at 10:00 am, and Thursdays at 1:00 pm in Career Services.
- **The KC Ad Club:** [www.kcadclub.com](http://www.kcadclub.com)  
The KC Ad Club is a professional organization for advertising and marketing companies. Each year they publish a comprehensive guide to advertising and marketing internship opportunities.
- **Vault:** [www.rockhurst.edu/career](http://www.rockhurst.edu/career)  
Provides information about specific companies and has an internship database. This database is a good resource if you are seeking opportunities outside of Kansas City, especially in major metropolitan areas.
- **Company Websites:**  
Many companies post internships on their own websites.

### TIMELINE

#### 3-6 months prior to when you want to start an internship:

- Create your resume
- Begin to research companies and programs
- Begin applications
- Take resumes and cover letters to Career Services for review
- Practice interviewing with a mock interview in Career Services
- Interview and accept position

Competitive summer internship programs typically recruit early, between December and February. However, internship opportunities arise throughout the year, so you may begin an internship search at any time.

## KANSAS CITY ORGANIZATIONS

Resources for researching organizations in Kansas City:

- The Kansas City Business Journal Book of Lists, in Career Services
- Professional Organizations
  - The Public Relations Society of America: [www.kc-prsa.org](http://www.kc-prsa.org)
  - The International Association of Business Communicators: [www.kciabc.org](http://www.kciabc.org)
  - The KC Ad Club: [www.kcadclub.com](http://www.kcadclub.com)
- Vault.com – accessed through the Career Services website: [www.rockhurst.edu/career](http://www.rockhurst.edu/career)
- Chambers of Commerce
- Phone Books/Google search
- U.S. Department of Labor Employer Locator: [www.acinet.org/employerlocator](http://www.acinet.org/employerlocator)
- Network with professors, classmates, family and friends

Examples of a few prominent Advertising/Marketing/PR companies in Kansas City:

- Barkley: [www.barkleyus.com](http://www.barkleyus.com)
- Bernstein-Rein: [www.bernstein-rein.com](http://www.bernstein-rein.com)
- Fleishman Hillard: [www.fleishman.com](http://www.fleishman.com)
- GlynnDevins: [www.glynndevins.com](http://www.glynndevins.com)
- Market Directions: [www.marketdirections.com](http://www.marketdirections.com)
- McCormick: [www.mccormickcompany.com](http://www.mccormickcompany.com)
- MMG Worldwide: [www.mmgworldwide.com](http://www.mmgworldwide.com)
- Morningstar Communications: [www.morningstarcomm.com](http://www.morningstarcomm.com)
- Muller + Co: [www.mullerco.com](http://www.mullerco.com)
- Nicholson Kovac Inc: [www.nicholsonkovac.com](http://www.nicholsonkovac.com)
- Plattform: [www.plattformad.com](http://www.plattformad.com)
- Trozzolo Communication Group: [www.trozzolo.com](http://www.trozzolo.com)
- VML: [www.vml.com](http://www.vml.com)

## SEARCHING IN OTHER CITIES

Use the same resources; simply focus them on other cities. Additionally, many Jesuit universities offer reciprocal career services. Contact RU Career Services to find out if you can receive services from another Jesuit university in the city you want to search in.