



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS

Career Services

SAMPLE APPLICATION PACKET for MARKETING STUDENTS

SAMPLE APPLICATION PACKET FOR MARKETING STUDENTS



Welcome to your Student Employment Packet, Warriors!

This packet is designed to help you prepare for and successfully apply to internships, full-time/part-time positions or other student employment opportunities. Inside this packet, you will find the following essential documents:

A Cover Letter Sample

A customizable cover letter template to help you professionally introduce yourself to employers and express your interest in a position based on the job you are applying to.

Internship Resume Sample

This template is ideal for students seeking internships. It focuses on showcasing academic achievements, relevant coursework, core competencies and any hands-on experience, whether from projects, part-time jobs, or volunteer work. Use this template to demonstrate your potential and eagerness to gain practical experience.

Entry-Level Resume Sample

Perfect for recent graduates or students entering the workforce. This template emphasizes your degree, relevant job or volunteer experiences, core competencies and transferable skills. It highlights your readiness to take on a professional role by focusing on your education and accomplishments.

A Graduate Resume Sample

Ideal for students returning to school to either grow within their current industry or pivot to a new one. This template balances professional experience with academic accomplishments, helping you demonstrate your readiness for advanced studies while positioning yourself for career growth or a successful transition to a new field.

A Reference Page

A reference page template where you can list individuals who can vouch for your qualifications and work ethic. Make sure to ask permission before including their contact details. Check the companies' website before you apply to see if they accept references. Keep in mind, some companies do not.

This packet is a valuable tool for any college student seeking to apply for internships, jobs, or other opportunities. Feel free to modify and personalize the documents as needed to match your unique qualifications and experience.

Best of luck with your internship/job search!



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SAMPLE APPLICATION COVER LETTER FOR MARKETING STUDENTS

First and Last Name | City, State Zip Code | Email | Phone Number

Date

Employer's Name
Employer's Address
City, State Zip Code

Dear Hiring Manager,

I am writing to express my interest in the Specialist, Integrated Marketing position at the Detroit Regional Chamber. With a strong background in integrated marketing, communication strategies, and a passion for innovative branding, I believe I would be an excellent addition to your Creative Advisory Team. I am excited about the opportunity to contribute my skills to the Chamber's mission of fostering a business-friendly environment in Southeast Michigan.

I hold a bachelor's degree in business administration from Wayne State University, Mike Ilitch School of Business majoring in Marketing with a concentration in Advertising. I have over five years of experience developing and executing marketing campaigns for both nonprofit and corporate sectors. Throughout my career, I have successfully collaborated with cross-functional teams, including design, content, and strategy departments, to create integrated marketing plans that drive audience engagement and achieve organizational goals. My experience in automotive and mobility marketing would allow me to align seamlessly with MichAuto's objectives and position the program as a leader in the industry.

I am particularly drawn to this role because of the opportunity to work with a team of like-minded professionals in a hybrid environment. The prospect of contributing to thought leadership and sponsorship opportunities for MichAuto excites me, and I look forward to developing innovative marketing strategies that resonate with your target audiences. My ability to work under tight deadlines, coupled with my knack for creative problem-solving and adapting to new trends, will help deliver impactful campaigns that advance the Chamber's strategic objectives.

In addition to my marketing expertise, I am skilled in using web content management systems, such as WordPress, and have experience with mass email programs. I thrive in dynamic environments and am accustomed to managing multiple projects simultaneously while staying within budget constraints. I am confident that my passion for marketing, combined with my dedication to excellence, will make a meaningful contribution to the Detroit Regional Chamber's continued success.

I look forward to the opportunity to further discuss how my experience and skills align with the goals of your team. Thank you for considering my application. I hope to be part of your talented and passionate team at the Detroit Regional Chamber.

Sincerely,
Your First and Last Name

Ilitch School Career Services
2771 Woodward Ave., Suite 299 Detroit, MI 48201
313-577-4781 | ilitchcareers@wayne.edu



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SAMPLE APPLICATION INTERNSHIP RESUME FOR MARKETING STUDENTS

First and Last Name | City, State Zip Code | Email | Phone Number

EDUCATION:

Wayne State University, Mike Ilitch School of Business - Detroit, MI

Bachelor of Science in Business Administration | May 20XX

Major: Marketing | Concentration: Advertising | Minor: Public Relations | GPA: 3.5/4.0

Relevant Coursework: Integrated Marketing Communications, Digital Marketing, Public Relations, Brand Strategy, Marketing Research

SKILLS & CORE COMPETENCIES:

Skills—Proficient in Microsoft Office (Excel, Word, & PowerPoint), Power BI

Communication—Effectively exchange information and perspectives while actively listening, promoting positive interactions

Teamwork—Build collaborative relationships with colleagues and customers to accomplish department goals

Critical Thinking—Innovative thinker who analyzes issues, makes sound decisions, and troubleshoots problems effectively

EXPERIENCE:

Intern Role, Name of Company or Organization – City, State | May 20XX – August 20XX

- Discuss your responsibilities and accomplishments achieved as they relate to the job duties for the role in which you are applying for
- Action-oriented + paraphrased statements (use your current job posting/experience to guide you)
- What you did (action verb) + how (relevant to job duties and quantify where applicable)
- List experiences in reverse chronological order (most recent job listed first)
- Write each bullet point in third person (no personal pronouns or possessives – all current jobs should be written in present tense and all past jobs should be written in past tense)

Marketing & Communications Intern, Truscott Rossman – Detroit, MI | May 20XX – August 20XX

- Collaborated with the marketing team to create blog posts, articles, and website content, ensuring all copy adhered to AP style and company tone.
- Assisted in maintaining and updating the company's WordPress website, ensuring content was current and aligned with ongoing marketing efforts.
- Helped manage online event promotions, including social media posts, email invitations, and tracking RSVPs.
- Created graphics for social media posts and marketing materials using Adobe Creative Suite.
- Contributed to the development of marketing strategies aimed at increasing awareness of events and driving online engagement.
- Supported the team in creating and maintaining an editorial calendar for content distribution.

ADDITIONAL ACTIVITIES:

WSU MISB Mike Ilitch Marketing Association, Digital Marketing Strategist | September 20XX – Present

- Assist in the creation and execution of a digital marketing strategy for a college event aimed at increasing student participation.
- Develop an email marketing plan, social media posts, and a landing page to capture sign-ups.
- Help achieve a 30% increase in attendance compared to previous events.

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First and Last Name | City, State Zip Code | Email | Phone Number

PROFESSIONAL SUMMARY:

Motivated marketing student with hands-on internship experience in integrated marketing, content creation, social media management, and event coordination. Skilled at supporting marketing teams to execute campaigns, collaborate with cross-functional teams, and deliver on objectives in a fast-paced environment. Eager to bring creative ideas and a passion for marketing to a dynamic team like the Detroit Regional Chamber, focusing on innovative marketing strategies for nonprofit and automotive industries.

EDUCATION:

Wayne State University, Mike Ilitch School of Business - Detroit, MI

Bachelor of Science in Business Administration May 20XX

Major: Marketing | Concentration: Digital Marketing and Analytics | GPA: 3.5/4.0

Relevant Coursework: Marketing Strategy, Brand Management, Digital Marketing, Public Relations

SKILLS & CORE COMPETENCIES:

Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter) | Content Creation & Copywriting (AP Style)
Email Marketing & Campaign Management (Mailchimp, Constant Contact) | Web Content Management (WordPress)
| Microsoft Office Suite (Excel, PowerPoint, Word) | Basic Graphic Design (Adobe Photoshop, Canva) | Basic Data
Analytics & Reporting (Google Analytics, Social Media Insights) | Strong Communication & Collaboration Skills

EXPERIENCE:

Marketing Assistant, Company Name, [City, State] January 20XX – August 20XX

- Assisted in the development and execution of email marketing campaigns, social media posts, and website content.
- Helped maintain the company's content management system (WordPress) and assisted with SEO strategies.
- Created and edited promotional materials and reports, ensuring all communications adhered to brand guidelines and AP style.
- Participated in brainstorming sessions and collaborated with the design team to create compelling marketing assets.
- Managed the scheduling and coordination of marketing events and webinars, ensuring all logistics were in place for smooth execution.

Marketing Intern, XYZ Corporations – Detroit, MI May 20XX – August 20XX

- Assisted in the execution of integrated marketing campaigns, working closely with the marketing and creative teams to develop promotional content for digital and print materials.
- Created social media content for multiple platforms (Facebook, Instagram, LinkedIn) and helped schedule posts to maintain consistent messaging.
- Supported the development of email marketing campaigns, including drafting copy, designing graphics, and tracking campaign performance.
- Assisted in the management of a content calendar, ensuring timely delivery of all marketing assets and messages.
- Conducted competitor analysis and assisted with reporting on social media engagement, providing insights for campaign improvements.
- Participated in brainstorming sessions for creative concepts and marketing strategies.

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SAMPLE APPLICATION ENTRY-LEVEL RESUME FOR MARKETING STUDENTS



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First and Last Name | City, State Zip Code | Email | Phone Number

PROFESSIONAL SUMMARY:

Dynamic and results-oriented marketing professional with over 5 years of experience in developing and executing integrated marketing strategies for nonprofit organizations and corporate clients. Skilled in content creation, digital marketing, social media, and project management. Proven ability to collaborate with creative teams, deliver innovative marketing campaigns, and achieve audience engagement and program revenue goals. Passionate about creating meaningful marketing experiences and contributing to business growth within the automotive and mobility sectors.

SKILLS:

Integrated Marketing Strategy | Content Creation & Copywriting (AP Style) | Email Marketing Campaigns (e.g., Mailchimp, Constant Contact) | Social Media Marketing (Facebook, LinkedIn, Twitter, Instagram) | Project Management (Asana, Trello) | Web Content Management (WordPress) | Analytics & Reporting (Google Analytics, HubSpot) | Budget Management & ROI Analysis | Event Marketing & Sponsorship Coordination | Microsoft Office Suite (Excel, PowerPoint)

CERTIFICATIONS

Google Analytics Certified – 20XX | HubSpot Inbound Marketing Certification – 20XX
Social Media Marketing Certification (Hootsuite Academy) – 20XX

EXPERIENCE:

Marketing Manager, Company Name, [City, State] June 20XX – December 20XX

- Lead the development and execution of integrated marketing campaigns, focusing on digital and traditional channels, to promote the company's services and events.
- Create and manage editorial calendars for consistent messaging and timely delivery of marketing content.
- Develop and implement strategic plans to support brand positioning and program growth, including email marketing, social media, and website content.
- Collaborate with design, content, and sales teams to ensure alignment of messaging and creative concepts across all marketing materials.
- Track and report on the performance of marketing tactics, using data to optimize campaigns and ensure continuous improvement.
- Manage a marketing budget, ensuring campaigns stay within financial parameters while achieving set goals.
- Led successful automotive-focused marketing campaigns that increased engagement by 20% and drove revenue growth by 15%.

Marketing Coordinator, Company Name, [City, State] June 20XX – December 20XX

- Assisted in the creation and execution of multi-channel marketing campaigns for automotive and mobility industry clients.
- Coordinated content for email newsletters, website updates, and social media platforms.
- Developed and maintained relationships with key industry partners to secure sponsorships and increase event participation.
- Managed day-to-day communication with internal teams to ensure timely and effective campaign execution.
- Supported event marketing initiatives, including social media promotion, event collateral, and attendee engagement strategies.

EDUCATION:

Wayne State University, Mike Ilitch School of Business, Detroit, MI May 20XX
Bachelor of Science in Business Administration | Major: Marketing

SAMPLE APPLICATION GRADUATE RESUME FOR MARKETING STUDENTS



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First and Last Name | City, State Zip Code | Email | Phone Number

JOB REFERENCES

First and Last Name | Job Title

Name of Company or Organization

Address

Phone Number

Email Address

A brief description of who this reference is

First and Last Name | Job Title

Name of Company or Organization

Address

Phone Number

Email Address

A brief description of who this reference is

First and Last Name | Job Title

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