Example Internship Proposal – BIM / IBA

BACHELOR INTERNSHIP PROPOSAL ROTTERDAM SCHOOL OF MANAGEMENT, ERASMUS UNIVERSITY

Name company: *Human Data Associates*

Country: *The Netherlands*

Brief description of the company:

Human Data Associates is an one-stop–shop for online marketing intelligence leveraging big data analytics. They offer consultancy services and technical implementations around three pillars: online measurement, data integration and online marketing intelligence.

Description of the internship assignment:

My internship will focus on the pillar online marketing intelligence. Methods of data analytics will be exploited to achieve higher profitability through more efficient and targeted marketing. Measurement frameworks that align client objectives and KPI's will be created to optimize the performance of marketing channels. Moreover, marketing analytics clouds for customers will be set up to combine both online and offline data. Thus leading to a comprehensive and concrete view on customer actions, Optimal marketing insights infrastructure will be created with exploiting data-driven systems such as Google Analytics, eBDB and Tableau.

Description of the research problem that you will study within the company. Be sure to include the elements listed on page 7 of the internship manual.

My research questions is: "How do various online marketing tactics enhance the performance of marketing and gain real insights in the actions of customers?"
The goal of this project is to procure insights between different digital marketing tactics and its effect on the augmented marketing success. This way, the perks of inline marketing intelligence will be acquired.
This research is theoretically relevant since it conveys investigation on customer analysis, strategic channel design and growth hacking. I will make use of online marketing strategies through STP analysis as well as advanced data platforms. On the practical side, the findings will be applied to achieve practical outcomes that will maximise the profitability of marketing pillars. The customers will be analysed using various measurement frameworks. Key performance indicators will be obtained to evaluate the success of reaching the targets.
The research will be undertaken through various methods such as interviews with the management team and other company members; desk research including analysing information from databases; practical experiences from the implementation phase during the internship.

Description of the relation between the assignment and the chosen academic department:

This internship could fit with the marketing department as well as the business information management department. Since its mainly focused on big data analytics and online measurements, the department business information management is more suitable.

IBA students only – Please describe the international aspects of this particular internship here:

The internship will be taking place in The Netherlands and for me as an international student this will be the first work experience outside my home country.