



Internship Role Description for Upward Mobility Scholar Applicants

Hosting Organization:	Global LT		
Role Title:	Market Research	Number of roles available:	1
Available to (select any that may apply):	College students (2022/23 school year): Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior <input checked="" type="checkbox"/>		
Internship Work Address:	Detroit Remote		
Work location & office COVID protocols	All in person <input type="checkbox"/> All virtual <input checked="" type="checkbox"/> Flexible/hybrid <input type="checkbox"/> If not virtual, COVID vaccines required? <input type="checkbox"/> Masks required in the office? <input type="checkbox"/>		
If COVID distance restrictions persist, will internship proceed this summer?		Yes <input type="checkbox"/>	No <input type="checkbox"/>
Mission of Program:	Upward Mobility provides meaningful opportunities for students in the field of employee mobility while providing a rich pipeline of diverse talent for industry employers.		
Anticipated Start Date:	Date 4/25/22	Anticipated End:	7/4/22
Number of weeks:	10	Hours per day:	8
Workday starts at:	9am EST (flexible)	Workday ends at:	5pm EST (flexible)
Hiring Manager's Name/Title:	Jack Marmorstein / Chief Learning Officer		
Hiring Manager's Email:	Email address jmarmorstein@global-lt.com		
Host Org's website:	http://www.global-lt.com		

Internship Summary:

This is an opportunity for an intern to research a competitive sector of the education technology sector; learn about divisions with the market by geography & vertical; practice translating findings into actionable business intelligence; and learning market research practices.

For all Upward Mobility positions: Additionally, you may be required to participate in group project activities with other interns during work hours.

Essential Responsibilities of the Role:

The responsibilities below are an example of the various tasks which could form the role:

- Survey competitor websites
- Investigate competitor claims
- Research customer needs and purchase drivers
- Test competitor products

Knowledge and skills required:

Preferred Skills

- Ability to systematically gather and organize data
- Some familiarity with online education
- Proficiency at Excel & Powerpoint

What does success look like for the intern at the end of the summer:

Intern will have experience doing market research in a way that can transfer to other employers, in other sectors. Intern will be familiar with analyzing strengths and weaknesses, product information, customer profiles, etc.

Training Program

Please describe any training provided to the intern through the internship period.

The intern(s) will be provided all necessary training to understand both the tasks at hand and the general context each team operates in.

All Upward Mobility Interns will participate in group training for knowledge development in the Global Mobility industry. Training will occur over a series of virtual training sessions across intern program participants.

Prepared By:

Name

Date:

Date