



## Frontline Marketing Internship Description

**3M is seeking a Marketing Intern located in Maplewood, MN for summer 2020. Here, you go!**

At 3M, you can apply your talent in bold ways that matter. Here, you go.

For more than 100 years, people around the world have looked to 3M for products and ideas that solve problems and make their lives easier, better and more complete. With more than 55,000 products, 45-plus core technology platforms and leadership in major markets served worldwide, 3M provides ingenious solutions to meet customers' varying needs. In addition to household brands such as Post-it®, Scotch®, and Nexcare™, the company also specializes in industries that use adhesives, chemicals and advanced materials, films, medical device products, and more.

Operated out of Maplewood, Minnesota, 3M is a multinational conglomerate divided into four core businesses: Consumer, Transportation & Electronics, Health Care, and Safety & Industrial. With over 90,000 employees worldwide and operations in 70 countries, 3M makes up one of the thirty Dow Jones Industrial Average Components.

As an intern, you can grow through challenging work, get involved in meaningful projects and receive great coaching from our leaders.

An internship is a temporary position within 3M. Frontline interns typically work a full-time schedule starting in late May through August. This position is limited to working 899 hours per service credit year. 3M provides eligible interns with temporary housing and round-trip travel reimbursement in accordance with current policy.

### **About the Frontline Program:**

The 3M Frontline Internship Summer Program offers qualified students a once-in-a-lifetime opportunity to work for one of our divisions in a marketing internship position. For the 11-week assignment, the first 2 weeks will be spent attending an orientation and training program. Participants will then spend the remainder of the summer working, in a designated assignment, for one of the 3M's Divisions based in the following business groups: Consumer, Transportation & Electronics, Health Care, and Safety & Industrial. The internship runs from late May until the first of August.

Interns work on projects that represent real marketing challenges faced by 3M's business units and mirror the work conducted by full-time members of the department. Through networking and corporate-sponsored events, interns are exposed to many facets of 3M.

Marketing Internship projects can include any or all the following focus areas:

- **Consumer, Consumer and Market Insights/Assessment:** trend analysis; segmentation; customer insights; competitive analysis; brand analysis; digital marketing analysis
- **Financial Analysis:** research, analyze and identify key insights from assessing internal and external data
- **Strategy Development:** positioning strategy; brand strategy; value propositions; channel strategy; pricing strategy
- **Marketing Content Planning:** message development; eMarketing and social media integration; creative strategy
- **Execution & Measurement/Project Management:** program implementation; program measurement; optimization strategies; resource management

Effective project management is essential to the internship assignment and typically involves:

- Learning and analyzing client businesses to determine marketing issues
- Building strong client relationships through effective interpersonal skills
- Working both collaboratively and autonomously
- Leading and participating on multi-disciplinary teams
- Navigating a large, matrixed organization
- Developing actionable recommendations
- Interacting with internal and external resources such as research suppliers, advertising/creative agencies and other corporate resource groups

**Basic Qualifications:**

- Currently pursuing a bachelor's degree, or higher, from an accredited institution
- Completed a minimum of Junior Year (6 semesters) by the start of the internship

**Preferred Qualifications**

- Currently pursuing a Bachelor's degree, or higher, in Marketing or Business Analytics from an accredited institution
- Current cumulative GPA of 3.0 or higher on a 4.0 scale
- Completion of two of the required class in the major, minor or concentration

**Location:** Maplewood, MN

Must be legally authorized to work in country of employment without sponsorship for employment visa status (e.g., H1B status).