



## Learning Objectives – Digital Advertising Sales Intern

Technical/Academic Skills and Content	Related Job Tasks	Evidence or Outcomes
Sales	<p>Help create sales and marketing materials (logos, social media, and PowerPoint slides)</p> <p>Help manage sales relationships</p>	The creation of useful marketing material and the professional handling of sales relationships
Data Entry	<p>Enter sales information into database</p> <p>Enter advertiser contract information into in-house contract management system</p>	Sales and contract information is correctly and efficiently entered into appropriate databases
Scheduling	<p>Assist in scheduling sales events</p> <p>Assist in booking and monitoring active campaigns</p>	All scheduling and bookings are completed on a timely basis

Employability/ Interpersonal Skills	Related Job Tasks	Evidence or Outcomes
Social awareness	<p>Provide feedback in a manner that is sensitive to the feelings and situations of others</p> <p>Develop and implement strategies for navigating in different cultures/contexts</p>	<p>Team members in design process find it easy to work with team member</p> <p>Maintain good customer relations with diverse customer base</p>
Collaboration	<p>Help team members complete tasks as needed</p> <p>Seek to obtain resolution of disagreements/conflicts to achieve a common goal</p>	<p>Works well with other team members and clients during sales process</p> <p>Successful negotiation of sales contracts</p>
Verbal communication	<p>Organize information that serves the purpose of the message, context and audience</p> <p>Seek input to gauge others' understanding of the message</p>	<p>Clear and transparent communication of specifics within sales contracts</p> <p>Seek client comprehension during sales contract process</p>

Adapted from material created by the NYC Labor Market Information Service, CUNY Graduate Center.