



# Marketing Internship

“Learn from Industry Experts”

The objective of this part-time marketing internship program is to provide interns with practical marketing experience while supporting the marketing efforts of the educational institution. By the end of the internship, interns should have gained valuable marketing skills, contributed to real marketing campaigns, and acquired knowledge about marketing strategies relevant to the education industry.



Hands-on Experience

## Mentorship



Training and Workshops



Critical thinking



Networking Opportunities



Cross-Functional Exposure



Team Collaboration

## Exposure to Various Marketing Channels



Situational analysis

## DURATION

3 months

Part-time

## OUR AMAZING INSTRUCTORS



**Prof Mark Russell**  
ACADEMIC DEAN

At Regent Middle East



**Anvar Sathath**  
COMMERCIAL DIRECTOR

At Regent Middle East



**Thoufeek Muhammed**  
MARKETING MANAGER

At Regent Middle East



**Giedre Mazuriene**  
GRAPHIC DESIGNER

At Regent

## INTERNSHIP STRUCTURE

Timeline	Projects/Activities
Week 1	<p>Interns will undergo a comprehensive orientation to understand the institution's brand, vision, mission, and target audience. Interns will receive intensive training on marketing fundamentals, including market research, competitor analysis, and consumer behaviour.</p>
Week 2-3	<p>Interns will be introduced to the institution's marketing team and given their first real-world project to apply their knowledge. Interns will work in teams to develop marketing campaigns for specific educational programs or events. They will conduct research, develop marketing strategies, and create content ideas. Interns will execute their marketing campaigns, which may include digital marketing, social media management, content creation, and event planning.</p>
Week 4	Project IA
Week 5-6	Project IB
Week 6-7	Project II
Week 8-10	Performance evaluation

## MENTORSHIP AND SUPPORT



Each intern will be paired with a marketing professional as their mentor throughout the program. Mentors will provide guidance, answer questions, and offer career advice.



Regular feedback sessions will be conducted to assess intern progress and address any challenges they might be facing.

## TRAINING AND WORKSHOPS



Workshops will be conducted in the form of evening/weekend/regular sessions.



Interns will have access to online learning resources and industry webinars to enhance their marketing knowledge.

## EVALUATION AND RECOGNITION



Interns' performance will be evaluated based on their contributions to marketing campaigns, growth in skills, and overall performance during the internship.



Successful interns will receive certificates of completion and recommendation letters.

## ABOUT REGENT

Regent Group is a global technology-enabled education, real estate management and investment organisation. Our primary purpose is to provide autonomy and choice to consumers, and it thrives on disruptive innovation.

We have a passion for education; helping learners excel personally, academically and professionally. Established in 2000, and based in north-west London, we are experienced providers delivering quality education from independent schools and sixth forms to higher education and executive leadership courses.

Regent Group is building a 21st century education model for future world learners. Our vision is to become a leading provider of quality education, enriching the lives of our students and the communities in which they live and work. We pride ourselves on finding the right course for our learners at our own institutions or with a range of partner institutions across the globe.

Whatever the course, our learners will benefit from a personalised study programme tailored to their needs and aspirations, expert academics, state-of-the-art facilities and innovative learning solutions. Our team has years of experience, shares a passion for education and has a strong desire to help learners achieve their full potential.



[regenteducation.ae](http://regenteducation.ae)

[rcl.ac.uk](http://rcl.ac.uk)

[tic.uk.com](http://tic.uk.com)

[regentcollege.uk.com](http://regentcollege.uk.com)

[regentlearning.com](http://regentlearning.com)

[regent.global](http://regent.global)

[rimlondon.com](http://rimlondon.com)