Friedrich-Alexander-Universität
Technische Fakultät

FAU

Univ. Erlangen, Prof. Open Source, Martensstr. 3, 91058 Erlangen

To whom it may concern

Univ. Erlangen, Dept. Informatik
Professur für Open-Source-Software

Prof. Dr. Dirk Riehle, M.B.A.

Martensstr. 3, 90408 Erlangen
Telefon: 09131 85 28390
Telefax: Auf Nachfrage
EMail: dirk.riehle@fau.de

Erlangen, den 2024-11-14

Digital Marketing Internship (Praktikum)

We are offering paid internships in digital marketing in the IT industry. Positions are open, start and duration are variable, but three months full-time or six months part-time starting April 2025 are a good option.

A student will be embedded in an IT startup team and will be guided by the professorship's cross-startup digital marketing agency.

Startups / projects

There are four open positions, one each for these companies / startup projects:

1. QDAcity. A software for qualitative data analysis. Market: Researchers, both consumers (students) and enterprises (universities, agencies)
2. SCA Tool. A web service for managing open source use in products. Market: Enterprises (software vendors)
3. JValue. A web service for open data download and collaboration. Market: Enterprises (commercial software developers)
4. MECOIS. A web service for managing engineering teams. Market: Enterprises (commercial software developers)

Prerequisites

Expected skills of the student:

1. Fluent in English
2. Existing skills in one of the following focus areas
   a. Visual design (Photoshop or similar)
   b. Website design (Wordpress, full-site editing)
   c. Search engine optimization (using Google etc.)
   d. Search engine advertising (using Google)

Internship

The student will be guided by an experienced digital marketing agency founder. She will teach a client engagement process in which the students learn to determine client needs. The clients are the startups / startup projects for which the students will be working (see domains). The student will report to the leader of the startup / startup project.

The focus of the work will be based on pre-existing skills of the student which they would like to apply (visual design, website design, SEO, SEA). It is our expectation that the work results will be useful for the startup, for example, as visual branding, a new website design, or a design language.

The internship will be structured as a project with requirements elicitation, project execution, and retrospective.

Location is Erlangen, but you can work anywhere as long as you reliably make the (online) meetings.

Application

Please send your English-language resume, including links to your portfolio and/or past work, to marketing-internship-application@group.riehle.org. Positions remain open until filled.

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