

„Invest in knowledge, create progress”

Project of AIESEC Split and Faculty of Economics in Split

EMPLOYER INFORMATION	
Name of Organization	AIESEC Split
Address	Matice hrvatske 31 , 21000, Croatia
Tele/Fax	+385(0)21 430 704
E-mail	aiesec@efst.hr
Website	http://www.aiesec.org/croatia/split
About us	AIESEC Split has been active since 1973. During this 36 year period it has grown into most active student organization on the Faculty of Split. We have years of experience on organizing international internships which have brought our city closer to the world. Leadership opportunities have profiled our organization and our local committee as a place to develop skills and gather experience to act as efficient and responsible leaders in the future. Through organization of various smaller and larger projects, through teamwork and responsible behavior in all areas of our activity, our members are laying cornerstones for their future professional career. Through the continuous process of learning in co-operation with our partners from enterprise and the faculty, our members get key qualifications and practical experience for their future life and development.

CONTACT DETAILS	
Contact Person	Enis Atir
Position	Manager of Incoming Exchange
Mobile Phone	+385 97 777 5521
E-mail	atir.enis@gmail.com

NOTE:

- The procedure (by order) to be accepted in this AIESEC Internship is the following :
 1. The University of the Intern (that will participate in this AIESEC Internship) has to participate in the Erasmus Program.
 2. The intern has to contact the nearest AIESEC Local Committee to get in the AIESEC system so that he/she could be matched to this Internship. (to help locate the nearest AIESEC Local Committee visit www.aiesec.org)
 3. The intern Has to have a Travel Insurance

Internship Description (Marketing)

Internship Title* *Defining a marketing plan for tourism in municipality*

In which department the intern will be working

Intern will be member of one of three working teams within the project "Invest in knowledge, create progress"

Job/Task Description

- 1. Carrying out market research and analysis (supply, placement and competition markets, etc.)*
- 2. Defining a marketing plan for selected tourism project/content*
- 3. Co-creating feasibility study with the rest of the project team (design of the amusement park, marketing study, financial plan, revenues plan...)*

Measurable results expected from the intern:

Tasks will be assigned according to final form of the team. Each member will be required to fulfil certain tasks which are basically mentioned above. From the student will be expected to cooperate with project manager, mentor, coordinator and rest of the team to successfully fulfil the given/chosen project. Through this work is expected that student will achieve some useful professional knowledge.

Preparation required from the intern before arrival:

- Get to know as much information about Croatia and Dalmatia as possible*
- Involve in understanding the project plan and details*
- Get to know details of last year project*
- Understand the idea and goals of the project*

What are the key learning points that the intern might obtain during the internship?

- Working in team*
- Language and communication skills*
- Skills in using computer programs such as: Word, Excel, AutoCAD...*
- Skills in basically using computer programs for 3D visualization (3DMax...)*

Any additional information a potential candidate may require

You are required to get Erasmus or other kind of scholarship for this internship because there are no funds for salaries. Thus we search for active students of Masters from countries that participate in Erasmus program (mainly Europe).

All the necessary information that a potential candidate may require for example medical insurance accommodation living expenses etc ... is located in this link <http://www.efst.hr/content.php?k=suradnja&p=309>

Working Information

Details on their working conditions: -Computer
 -Internet Access
 -Work in international team

Other details of their working conditions:

Intern will be working as a member of international team that is assigned to make a proposal for one of municipalities (Solin, Podstrana or Dugopolje municipality) how to build and use one of selected projects (Rope park and rock climbing, Mini "Ancient Salona" park, Hiking mountain trails). You will be living together and working in a office in University of Split Campus. On occasions team will travel to municipality to do field work. After July 1st you will be working on promotion of project and Croatian tourism. You will have mentor and buddy, there is going to be 9 international and 20 Croatians working on project.

Working Hours: 09 : 00 h -17 : 00 h
Total Hours of Work per Week: 40 h
Saturday Working: Alternate

Salary:

The Internship provider does not provide any salary.

Acomodation and Board:

There is a limited number of bedrooms available at the Student dormitory Hostel in Split, therefore we cannot guarantee accommodation to all incoming students, in this case the Intern will cover his/her acomodation from their own studentship. Students with severe disability will be given preference.

Organizational Preferences

Internship duration: 01.03.2012.-30.09.2012. (Preferred)
 15.03.2012.-15.07.2012. (Required)
Degree of the Intern: Bachelor (Required)

Preferred academic and Working Backgrounds	Preferred skills
<ul style="list-style-type: none"> • Brand & trademark management • Customer relationship management • International marketing • Marketing research & evaluation • Retail + sales marketing • Project management • Advertising + public relations • Tourism • AIESEC 	<ul style="list-style-type: none"> • Internet user skills • PC user skills • Corel Draw • Photoshop • Auto-CAD