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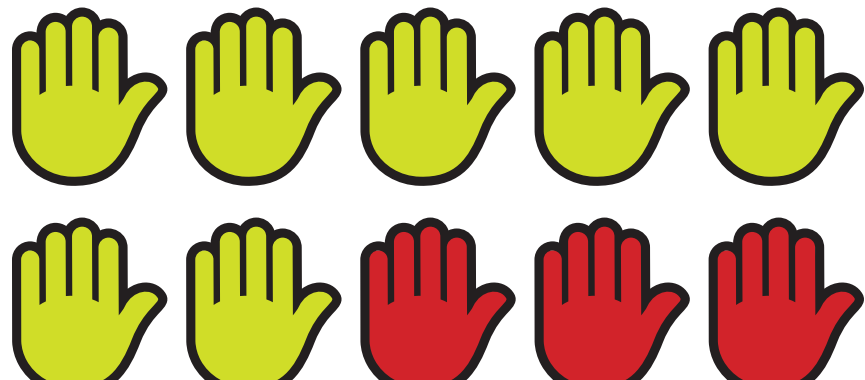
THINGS TO KNOW BEFORE YOU HIRE A MARKETING INTERN

A 2015 survey of more than 50,000 students conducted by Looksharp™ revealed the following data.



Read the entire report

[HERE](#)



Seven in Ten

college seniors believe internships should be a mandatory requirement when obtaining a college degree.



5 Top factors students care about in an employer:

- Opportunities for long-term career advancement
- Relevance to ones major
- Mentorship
- Work/life balance
- Clearly defined assignments

Size of company students prefer to intern at:

- Startup** – 7%
- Small** (less than 50 employees) – 22%
- Medium** (50-500 employees) – 42%
- Large** (501-5000 employees) – 17%
- Mega** (more than 5000 employees) – 11%

Students thoughts on paid vs unpaid internships:

- 61%** Ideally, all internships would be paid, but the experience is valuable too and I'm ok with unpaid opportunities.
- 39%** I believe all internships should be paid.



\$13.02

The average hourly wage considered to be "fair" by students for an Internship

53%

The number of internships reported being paid

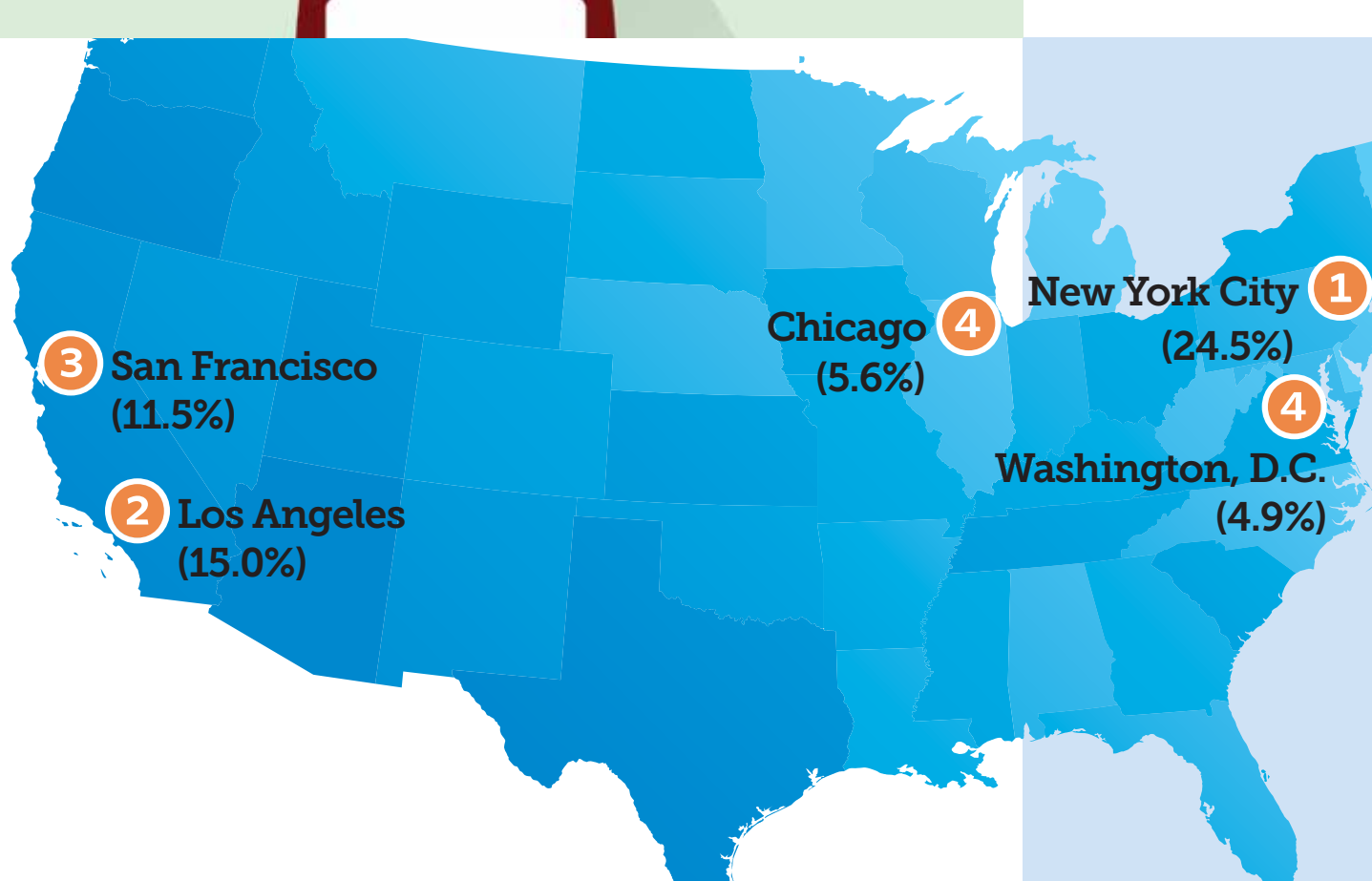


36%

of students rank marketing/ PR/advertising (including graphic design/visual arts and photography) as their top industry for an internship.

19%

chose editorial/journalism/writing/publishing/media.



Top 5 cities in which students would like to intern.

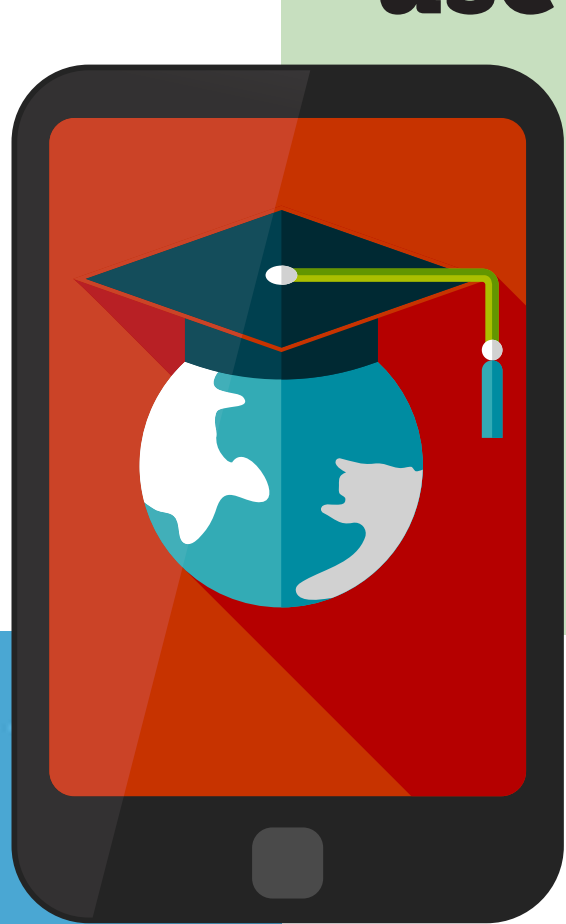
Of the more than 34,000 descriptions provided of "dream internships", most students wanted internships that allow them to:

- Bring the knowledge they acquired at school into practice
- Learn from strong mentors
- Develop new skills
- Build their network
- Prepare for the workplace



LinkedIn™ and Looksharp™ are the online career profiles of choice for students.

8 in 10 students have online career profiles. LinkedIn (94%) and Looksharp (38%) are the most frequently used profile sites. 9% have personally-built website profiles.



69% of students use social media

during their internship search process, with almost half leveraging various social media tools to research employers or to network with key employees.

Number of seniors who are willing to move for employment:

82%

75%

Number of seniors who are willing to participate in post-graduation internships to get a "foot in the door".

On the money! Expected starting salaries versus reality in the field of Marketing:
Expected Starting Salary: **\$47,437**
Actual Starting Salary: **\$47,227**



77%

The number of students who made minor or significant changes to their major/career choices as a result of an internship experience.

Source: State of College Hiring 2015 ©Looksharp™
 For the purpose of this infographic, percentages have been rounded to the nearest whole number.
 The data for the State of the College Job Market were collected through a 52-question online survey, conducted between April 9 and 14, 2015. In total, 53,976 students participated in the survey, with 45,968 completing the full survey. Respondents used a self-administered, online questionnaire via web-assisted interviewing software. To maintain the reliability and integrity of the sample, each student was limited to one survey completion.
 About Looksharp: Looksharp helps launch the career of every student. Looksharp owns and operates InternMatch.com (an internship specific platform) making Looksharp the largest internship and entry-level job marketplace in the United States with over 10 million students using the site annually.