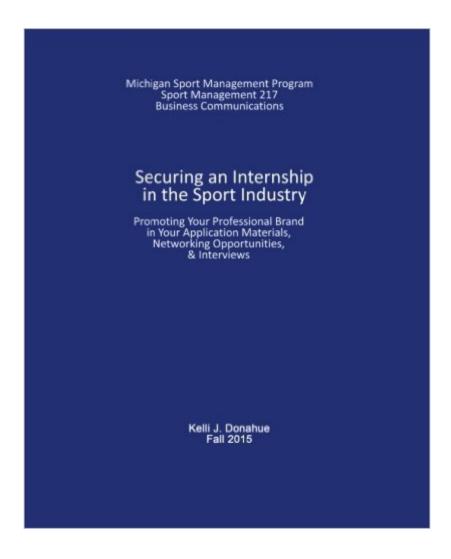
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Securing An Internship In The Sport Industry: Promoting Your Professional Brand In Your Application Materials, Networking Opportunities, & Interviews





Synopsis

This book is intended for students enrolled in SM 217 Business Communications in the University of Michiganâ ™s Sport Management Program. The content corresponds to the first unit on beginning an internship search. Use this material as a guide to prepare internship search materials (e.g.: resume, cover letter, reference list, etc.), develop and promote your personal brand, and build a professional network.

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