Marketing Internship Description:

The UCSF Technology Management Internship Program in the Office of Innovation, Technology and Alliances offers a unique opportunity for interested individuals to gain exposure and experience in the area of university technology commercialization and intellectual property management. The marketing intern will work closely with the Marketing Specialist on a part-time basis, assisting with marketing effort. The goal of the position is to offer support for the Marketing and Licensing Team while providing a useful educational experience for the Interns.

Specific Job Description:

- Generate and format marketing materials
  - Write and/or update non-confidential disclosures (NCDs), publish NCDs on line
- Conduct research on potential licensees (companies): company areas of interests, synergies, appropriate contacts, etc.
  - Generate company lists
  - Update master company contact list/database on an on-going basis
- Direct email and phone marketing
  - Draft and send emails to potential licensees
  - Follow up with companies
- Update Licensing Officers on the progress with an up-to-date marketing report

*Bolded items are the specific tasks that the intern will be performing. In addition, templates and examples will be provided to the intern for each task.*