



Job Title: Marketing Internship Project

Status: Part-Time Internship; Unpaid

Employer: Learners Edge has been a leader in providing distance learning, continuing education graduate courses to PreK-12 teachers since 2002. Based in Eagan, MN, Learners Edge continues to grow and expand its offerings of professional development services to teachers nationally and internationally.

Summary: To propel its growth and expand its services, Learners Edge seeks to understand what industries outside of education require continued education and professional development. Learners Edge hopes to identify the specific requirements of each profession, how the CEUs are governed, and how many professionals are in each industry. By looking outside of its traditional competitive set, Learners Edge seeks to identify new industries to penetrate by using its existing product.

Goal of Internship: To identify what industries outside of education require continued education (CEUs) and professional development (PD) to benchmark best in class practices, state requirements, identify trends for the future of continuing education and PD, and illuminate new sales opportunities.

Gained Exposure to:

- Business growth initiatives
- Go-to-market strategy
- Market research and sizing
- Product development
- Marketing and tech trends

Details:

- The bulk of the work can be done remotely with expectations for some time spent in the Eagan, MN office at the beginning, middle and end of the project.
- This project is expected to take 80 hours, completed in 4 weeks.
- In exchange for the work, Learners Edge will provide a letter of recommendation and will allow the student to share excerpts of the work in his or her portfolio.

Experiences/Education:

- This is a great opportunity for a marketing or business student looking to learn more about how a company uses market research to innovate, pivot, and grow in new industries.

To Apply: Please email your resume to jobs@learnersedge.com.