



MarketCrest Collaborates With Local University For Online Marketing Studies

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Plano, Texas based MarketCrest has joined up with The School of Media & Strategic Communications at Oklahoma State University to provide students with the chance to receive college credit by getting internships in online marketing. The university states that college students have a hunger and strive to learn and use those skills in real life experiences. Internships are a great way for students to use their skills and learn more from their superiors in the workforce. College students want to be molded into what the company needs or wants for internship positions. Those interested can learn more about the program at <http://media.okstate.edu/about/our-mission>.

Scott Berry of MarketCrest says, "This is the second consecutive semester that MarketCrest has collaborated with Oklahoma State and their intern program. We have been extremely impressed with the work ethic and talent of the OSU students. Our program at MarketCrest is a bit unique in that we insist on paying our interns a rate up to 2 times the hourly minimum wage for their work. We think it sets the tone that creativity and hard work is rewarded. We also ensure that a large portion of their work ends up customer facing. Micah and Alexandra's work, from this semester, is present in press releases, blog articles, infographics and slide decks for clients in 3 different states across the U.S.! Both made outstanding contributions during their engagement

and will make fine team members when they join the work force after college. It should be noted that OSU does a good job in preparing and coaching their students to be successful in their assignments." More about the company can be seen on their website at <http://marketcrest.com>.

Interns receive college credit, samples to add to their resume and portfolio's, exposure to what they might be looking for in a future job. With Strategic Communications being such a broad major, SMSC classes have been able to give students a number of skills in a little bit of everything in the communications field. Those skills include Adobe PhotoShop, Illustrator, InDesign, AP Style, Garageband, Final Cut Pro X, iMovie, Microsoft Office, public speaking, Wordpress, Social Networking, Customer Service, Event Planning, leadership, editing, and others.

Micah Moore, a past intern, states, "I enjoyed a lot about the internship. One of the things I enjoyed the most was the people. My supervisor was always really helpful. He taught me a lot about many different aspects of a Marketing/PR company. He always asked me what I wanted to work on and learn more about. This showed me how important it is to enjoy the people you work with. The employees make the company what it is. I got very blessed to have a great supervisor. I also enjoyed the freedom and flexibility of the job. Being able to schedule my own work hours was amazing. I know this is rare especially for a first job, but it was a good experience." Other testimonials about the team can be found at <http://marketcrest.com/testimonials/>.

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For more information about MarketCrest, contact the company here: MarketCrestM. Scott Berry (972) 365-0000 info@marketcrest.com 9720 Coit Rd. Suite 220-174 Plano, TX 75025

MarketCrest

MarketCrest is a Marketing & Consulting Services firm focused exclusively on strategies that drive revenue growth. We provide SEM (SEO & PPC) and Content Marketing Services for clients that wish to compete and grow.

Website: <http://www.marketcrest.com>

Email: info@marketcrest.com

Phone: (972) 365-0000



