

Gain real life exposure to aspects of marketing in an engineering environment.

WHY WOULD YOU WANT TO PARTICIPATE?

- Gain marketing and business experience in a practical environment
- Resume differentiator
- Exposure to additional hiring companies
- Small class, 3-4 students per semester
- Self-Starter
- Must have junior status or senior status
- Good GPA Standing

This practicum is a joint program between the Ware Advanced Engineering Laboratory and The VT Business School Marketing Department.

It will provide you with real life practical aspects of marketing in an engineering environment.

The Ware Lab practicum meets face-to-face with the instructor during the third, eighth and fifteenth week of the semester. Weeks 4-7, and 9-14 students are required to do a progress update via FaceTime.

Interested students should contact Professor Richard Buehrer:

Email: rebuehre@vt.edu

Cell: 419-376-1007



PAMPLIN COLLEGE OF BUSINESS
MARKETING
VIRGINIA TECH.

