Students Assisting Business (SAB)

SAB is a new program of the Milgard School of Business (MSB) designed to help area businesses restart, recover and re-energize. Under the supervision of MSB instructors Thomas Kuljam and Stan Emert, upper level business students will use their skills in Accounting, Analytics, Finance, Management, Marketing, CSR in post COVID-19 recovery. Specific problems expected to be encountered are:

1. Understanding consumer patterns and trends
2. ECommerce and social media
3. Business plan writing
4. How to enhance your digital marketing and increase sales
5. How to save costs and make your operations more efficient
6. Human resource management issues
7. Funding and finance challenges

You will be employed on a project basis by MSB, UW Tacoma.

All work will be done on a project basis upon hire for a total of 50 hours at $20/hour (stipend). The SAB application period for this position will close on June 3, 2021 at 5:00 PM. Please apply early as decisions will be made as qualified applicants are identified.

JOB SAB 2021-07
Campfire Coffee

Market Research and Planning

Reports to: Qunicy Henry, President

Job Overview: This position will help Campfire Coffee determine its marketing position, planning and customer identification.

Responsibilities:

The tasks for the internship will include:

- Creating a current customer and prospective customer identification
- Cross identification of customers (similarities with competition)
- Facility use potential
- Make recommendations based on research of above
- Based on that information, help develop a marketing plan including a combination of web, print and social media to ensure proper messaging to the proper target market.

Desired Skills & Experience:

- Excellent research skills.
- Excellent organizational skills.
- Efficient with Microsoft Word and Excel.
- Excellent communication skills. Both verbally and written
- Self-starter, comfortable working independently.
- Ability to work remotely.
• Ability to meet deadlines.
• Ability to own a project while accepting guidance and direction.

Nice To Have Skills:

• Market research experience
• SWOT analysis training
• Market planning experience
• Experience and/or interest in aviation

About Campfire Coffee: We roast coffee over a campfire, the way people did it for hundreds maybe thousands of years before industrial roasters became a thing. This lost art of fire roasting is difficult to get down but the taste is so worth it. Just imagine a cozy coffee roast, sitting around the fire pit sharing laughs and memories. That’s Campfire Coffee.

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Selected candidates will be employed on a project basis by Milgard School of Business, UW Tacoma.