**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. The SAB application period for this position will remain open until filled.

**JOB SAB 2021-06**
Seattle Seawolves

Market Research and Planning

Reports to: Brian Jones, President and to the Director of Marketing

Job Overview: This position will help Seattle Seawolves determine its marketing position, planning and customer identification

Responsibilities:

The tasks for the internship will include:

- Creating a current fan and prospective fan identification
- Cross identification of fans (similarities with other sport fan bases)
- Stadium 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 Seattle Seawolves: The Seawolves’ ownership group is led by Seattle-based entrepreneurs Adrian Balfour and Shane Skinner. The organization strives to develop, cultivate and expand the sport of rugby in the US while empowering family, tradition, respect and a spirit of inclusion both on and off the pitch. The Seattle Seawolves aim to foster a winning culture by enabling its members to meet their true potential while pursuing excellence in the Major League Rugby competition. Community outreach is a key tenet of the Seawolves philosophy, and the organization strives to continually help to enrich and give back to the greater Seattle and Pacific Northwest areas.

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