**Hyundai Lebanon**

**Marketing Department**

**2025 Marketing Internship Program**

**Program Objectives**

- Provide hands-on experience in a fast-paced, challenging automotive marketing environment.

- Equip students with practical skills in brand management, digital marketing, campaign execution, and event planning.

- Foster professional development through mentorship and team collaboration.

**Key Learning Areas**

Interns will rotate through or focus on the following areas depending on department priorities and the student’s interests:

**1. Digital Marketing & Social Media:**

 - Content planning, creation, and scheduling

 - Community management and engagement

 - Performance analysis and reporting

**2. Event Planning & Activation:**

 - Assist in planning and executing brand events, product launches, and exhibitions

 - Support in on-ground logistics and coordination with agencies

**3. Market Research & Consumer Behavior:**

 - Competitive benchmarking

 - Customer surveys and insights analysis

 - Report preparation

**4. Brand Management & Strategy:**

 - Exposure to Hyundai brand standards and positioning

 - Coordination with regional offices and agency partners

**5. Creative & Communication Development:**

 - Participate in brainstorming campaigns

 - Assist with internal and external communication materials

**Marketing Director**

Zeina Chamat

June’25