

**KOHL'S®**

# Marketing Analytics Intern

That just sounds impressive.

Marketing Analytics is comprised of several different smaller teams that range in responsibilities but all have the same goal of providing data, reports, insight, and guidance to our company and our leaders. Marketing Analytics focuses on insights related to Customer, Promotions and Offers, the Execution and Measurement of marketing campaigns to these customers, and predicting future customer behavior.

## What you'll do

Synthesize large quantities of data

Measure the effectiveness of tactics in market

Provide reports and insights to leadership that guide marketing decision makers

## This is you

Undergraduate Junior

Can synthesize complex data so it's easy to understand

Analytical and strategic thinker

Proactive problem solver

Curious and collaborative

## Career path

Marketing Intern

Marketing Coordinator

Senior Marketing Coordinator

Marketing Manager

## Your major is probably something like

Marketing

Analytics

Economics

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## Perks!

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10 week paid internship

Associate discount

Free summer housing

Cookies

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