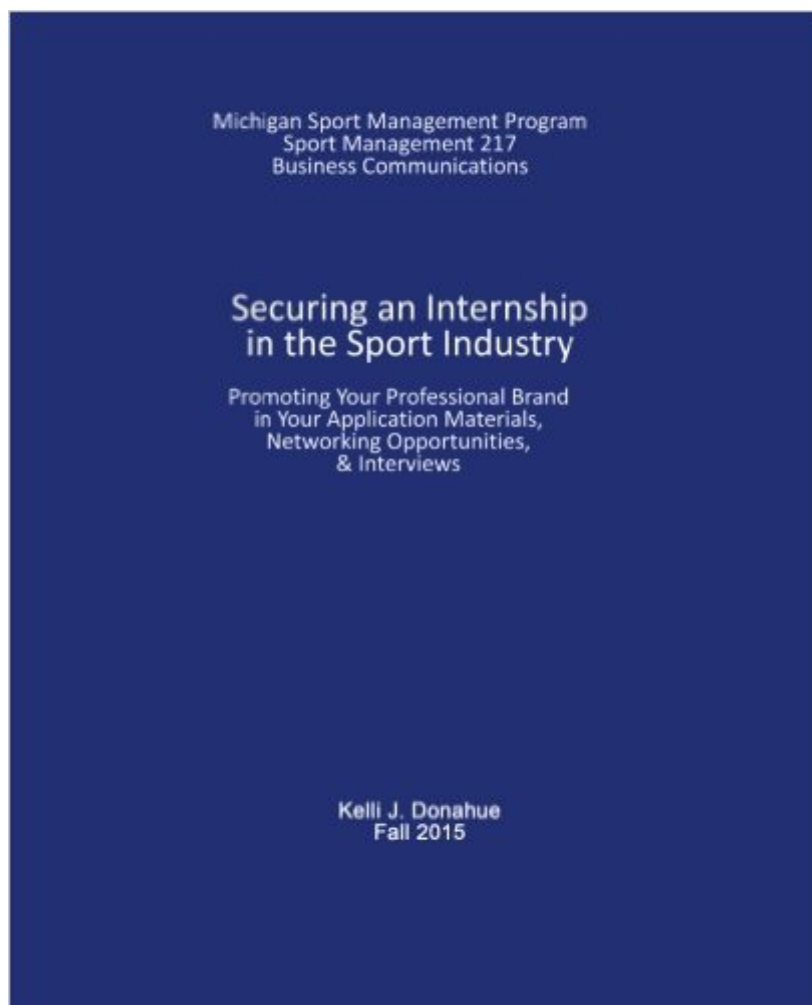


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# Securing An Internship In The Sport Industry: Promoting Your Professional Brand In Your Application Materials, Networking Opportunities, & Interviews



## Synopsis

This book is intended for students enrolled in SM 217 Business Communications in the University of Michigan's Sport Management Program. The content corresponds to the first unit on beginning an internship search. Use this material as a guide to prepare internship search materials (e.g.: resume, cover letter, reference list, etc.), develop and promote your personal brand, and build a professional network.

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