Marketing - Cross Referral Process

Cross Referral Walk-In Meetings: How to Apply to a Marketing Co-op

1. In COOL, rank the positions in which you are interested in as “VERY INTERESTED”.
2. Meet with your co-op coordinator and request to be cross-referred.
3. Determine if the position is managed by one of the following Coop Coordinator from the DMSB Marketing Team: Frankie Gonzalez, Brooke Johnson, Ernest Mauristhene, Maura Miller, or Christina Roberts. Names are listed at the bottom of the job description. If no name is present, then it is NOT a position managed by the Marketing Coordinators.
4. Determine if the position requires a cross referral meeting with a marketing coordinator or counselor. The job description will explicitly indicate the cross-referral instructions.
5. If you are required to meet with a Coordinator or a Counselor, please do the following:
   a. Bring an updated hard copy of your resume.
   b. Research the company and position you intend to apply to.
   c. Be prepared to speak about your qualifications and your interests in the role.
   d. Read the “Do Your Homework” section below.

Walk-In Hours Schedule (subject to change)
Location: 347 Richards

- Mondays: 11 AM-12 PM
- Tuesdays: 2-3 PM
- Wednesdays: 3-4 PM
- Thursdays: 9:30-10:30 AM
- Fridays: 9:30-10:30 AM

If none of the above times work for you, please e-mail your availability to Erica Sands (e.sands@neu.edu).

***Cross Referral Walk-In Meetings begin the week of:***
- February 8 for “Intermediate to Advanced” Level positions
- February 22 for “Intermediate” Level positions and
- March 14 for “Entry to Intermediate” Level positions

Interested in a Marketing Co-op? Do Your Homework!
Northeastern’s marketing co-op program includes opportunities across many functional areas in marketing. Students should reflect on their strengths and interests and consider roles in the following:

- Advertising
- Brand Marketing
- Customer Service/Sales Support
- Digital Marketing & Analytics
- Events Management/Marketing
- Marketing Communications
- Marketing Research & Analytics
- Merchandising
- Product Marketing
- Public Relations
- Retail Management
- Sales/Business Development

DMSB Co-op Portal: Exploration, Research & Networking
To guide your search, students are highly encouraged to review the materials found on the DMSB Co-op Portal located on the Experiential Learning/Co-op Tab in MyNEU. Here students will find reflection brochures which highlight students’ co-op experiences and provide insights to your co-op search. The portal also shares details on employer networking and career education events and panels.