



THE CLAY CENTER AT VSB
Charlotte and James V. O'Donnell
CENTER FOR PROFESSIONAL DEVELOPMENT

Johnson & Johnson Brand Marketing CoOp Program

JOHNSON & JOHNSON COMPANY PROFILE

Johnson & Johnson is the world's most comprehensive and broadly-based manufacturer of health care products with the fundamental objective to improve the quality of life of people around the world by providing scientifically sound and high quality health care products and services. With sales of \$63.7 billion J&J has more than 250 operating companies in 57 countries.

BRAND MARKETING COOPERATIVE EDUCATION PROGRAM JOHNSON & JOHNSON - THE FORT WASHINGTON COMPANIES

The Consumer Companies of Johnson & Johnson develop, market and sell beloved brands that address the needs of consumers and health care professionals worldwide. Our portfolio of Baby, Beauty, Consumer Health Care, Over-the Counter and Nutritionals products includes leading brands, such as Clean & Clear, Neutrogena, Johnson's Baby, Motrin IB, Tylenol, Zyrtec, Splenda, Listerine, Band-Aid, and Aveeno.

Additional placement opportunities may be available in New Jersey-based operating companies.

As demonstrated in Our Credo, Johnson & Johnson is firmly committed to caring for our customers, employees and the communities in which we live and work. As a member of our Co-op Program, you will have the opportunity to fulfill your goals in Corporate Social Responsibility and participate in an array of service-oriented, diversity and employee resource groups.

THE CoOp EXPERIENCE

A six-month, full-time CoOp assignment on a Consumer Brand Marketing team. As a Marketing Co-op, you will become an integral part of a Consumer Brand Marketing team.

CoOp RESPONSIBILITIES MAY INCLUDE:

- Developing marketing programs and strategies to promote products to consumers, retailers and medical professionals
- Executing consumer and retail promotions including sampling programs and direct mail
- Working with creative agencies to produce consumer communications
- Analyzing category and competitive trends, determine lessons learned and develop strategies to grow within the category using IRI, Neilson and internal databases
- Facilitating regulatory/legal review of advertising and promotional materials
- Evaluating capabilities and proposals from new vendors
- Participating in training courses which are focused on brand management and other key functional areas

ELIGIBILITY

- Junior year status preferred during CoOp; sophomores (for Spring CoOp) and seniors (for Fall CoOp) also considered
- Previous marketing internships or experience preferred (e.g., marketing role in campus organization, society involvement, etc.)

- 3.0 minimum overall GPA
- Completion Competitive Effectiveness (VSB 2020) prior to participation in CoOp
- Strong analytical, communication and interpersonal skills

ACADEMIC REQUIREMENTS

Student earns six free elective credits for completing the six-month, full-time CoOp experience; remaining nine course credits are completed before/after and during the CoOp.

- Fall CoOp: July-December
- Spring CoOp: January-June
- **Learning Objectives:** Student establishes, in conjunction with company supervisor, several key learning objectives as a means of focusing the CoOp experience. Objectives will be determined within the first two weeks of starting CoOp assignment.
- **Daily Activity Log:** Student records the dates worked, number of hours completed, nature of projects, tasks, responsibilities and the relationship of the work to learning objectives. Log will be reviewed by company supervisor.
- **Final Paper:** Student completes 10-12 page paper discussing relationship Of CoOp experience to classroom work, learning objectives and career interests. Review and evaluation of paper is completed by company supervisor prior to submission to VSB for final grading of Satisfactory/Unsatisfactory.
- **Student Evaluation:** Student completes assessment of CoOp experience.

WHY SHOULD I PARTICIPATE?

- Clarify CAREER GOALS and enhance your MARKETABILITY
- Gain real-world, out-of-classroom educational experience
- Position yourself for consideration for the full-time Marketing-Consumer Leadership Development Program (MLDP) upon graduation
- Receive FINANCIAL COMPENSATION at competitive market value

Maintain FULL-TIME STUDENT STATUS, thus continuing:

- Insurance coverage
- Scholarship eligibility
- Housing eligibility

Maintain FOUR-YEAR GRADUATION PLAN

Contact: Assistant Director for Internships/CoOps – Student Outreach 610-519-5532 •
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