

## **Affordable Style and Others Offer Unique Internet-Based Internship Opportunities**

INDIANAPOLIS, IND. (July 20, 2010): Affordable Style, Vertical Measures, QuinStreet, Inc. and the Vatican are offering more unique, technology-based internships to undergraduate students this summer than ever before. The growing significance of the internet has played a major role in this adjustment; it reflects companies' increased resource devotion to this realm of the business world. The change also represents increased opportunity for students looking to pursue internet-related careers.

The Affordable Style e-commerce network sells discounted fashion accessories, including handbags, neckties and sunglasses, among others. The expanded internship program includes positions in affiliate marketing, online promotions and ecommerce acquisitions. Interns work closely with the marketing and acquisitions teams on projects ranging from affiliate recruitment to pay-per-click advertising to digital public relations. Since the company's retail destinations are entirely internet-based, the interns are gaining a great deal of exposure to e-commerce business practices.

Another company with unique opportunities is Vertical Measures, an internet marketing firm that launched its inaugural internship program this summer. The program is a direct result of growth the company has recently experienced; it now employs twice the staff it did a year ago. Similar to Affordable Style, this company is dedicated solely to internet initiatives; therefore, the interns are exclusively focused on web-based business strategies including search engine optimization, social media marketing, email marketing and online reputation management.

QuinStreet, Inc. is yet another company focused on online operations that offers an internship program with unique tech positions for students. Like Vertical Measures, this online marketing company has expanded its internship program due to company growth. As a result, the business has provided more students the chance to explore this career path via work in online marketing and social media.

Possibly the most unique internship program this summer is a result of a partnership between Villanova University and the Vatican. Villanova students are creating virtual reality tours centered on cathedrals around Rome, Italy. In addition, interns are working to improve the Vatican's presence across various social media outlets.

Each of these internet-based internship programs offers different benefits; collectively, however, the students are gaining knowledge about the growing industry of online business. Clearly the world is headed in a direction that favors tech-savvy firms, so these companies and programs are equipping their participants for the future.

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