**CONSUMER INSIGHTS AND ENGAGEMENT (CIE)**

1 POSITION

As a Consumer Insights and Engagement (CIE) Undergraduate Intern with Altria, you’ll have an opportunity to make a meaningful impact on a Fortune 200 company. During our 12 week, paid summer program, you’ll experience on-the-job-training, access to mentors, planned social events with other Altria interns, and educational opportunities. But even more importantly, you’ll be challenged and empowered to:

* Design, execute and interpret primary and/or secondary research analyses on key strategic business issues.
* Research awareness, trial and purchase among adult tobacco consumers, consumer segmentation, or brand equity and marketing program performance.
* Analyze and model marketplace information to drive insights and aid business decision-making.
* Gain greater knowledge and understanding of product performance (i.e., share, volume and pricing), wholesale and retail execution, customer segmentation, product distribution strategies, etc.

Successful candidates must be able to:

* **Lead**- Interns will own their projects and are expected to actively engage with managers
* **Learn** - Interns must be able to quickly study industry trends and develop a baseline of understanding
* **Analyze Data** - Interns must analyze data sets uncovering insights that aid in the development of market strategies
* **Think Strategically-**  Interns must ensure data collection and insights are relevant to the business need
* **Passion** - Interns should be willing to stick with projects and mine data to uncover trends and insights
* **Work in Teams** - Interns must be flexible, willing to learn new processes, and adjust to ensure both team and individual goals are met.
* **Communicate** - Interns must be able to effectively communicate at all levels of the organization

Students will document project work in a formal presentation to Department Management at the conclusion of the term.

Qualifications:

* Minimum GPA of 3.0
* Business, Sociology, Psychology, Economics, Statistics major
* Highly proficient in Microsoft Office Products