

Impact of Strategic Marketing in Environmental & Cultural Preservation: *An Internship Experience with Marmillion+Company*

Hailing from Dallas, Ashley Jacobson is a senior majoring in International Relations and Psychology. During the displacement of fall 2005, she completed her academic work at Stanford University and then returned to Tulane in spring 2006. Following her interest in international relations, Ashley spent her junior year abroad in Italy, taking courses in European politics and economics. Not surprisingly, with their focus on bringing international attention to local and state government agencies, Marmillion+Company (M+Co) was Ashley's internship placement of choice. As a strategic communications firm, M + Co supports clients ranging from government agencies to educational groups to non-profits in developing short and long-term communication strategies to heighten awareness of their accomplishments and business identities.

M+Co organizes campaigns, special events in and out of New Orleans, company brand strategies, press releases, and other creative marketing services. Through the Center for Public Service's internship program, Ashley completed her internship with M+Co while concurrently enrolled in a CPS-sponsored seminar, "Culture and Community". The seminar covers topics like ethnic geography, poverty, and race relations, linking these

thematic areas to students' individual internship placements through reflection, discussion and journaling.

Ashley's role at M + Co was both supportive and creative in nature. She spent four to five hours on Monday and Wednesday afternoons at their New Orleans office (one of five national locations) editing press releases and informational sheets, organizing data into spreadsheets for client presentations, and preparing for special local cultural projects. Ashley worked on everything from writing speech notes to overseeing donations to America's WETLAND to preparing various mailings. In conjunction with a peer from her "Culture and Community" seminar, she drafted an extensive press release for the Louisiana Department of Culture, Recreation & Tourism which will be distributed to diverse media outlets.

As a result of her internship with Marmillion+Company, Ashley has gained valuable insight into the inner workings of a national communications organization. Following graduation, she hopes to continue working in brand management domestically and abroad. [CPS](#)



Ashley Jacobson, a senior, interned with Marmillion + Company