



**PRESS RELEASE: Ferris Sports Marketing Student Benefits from Internship at Palace Sports & Entertainment**

**Betsy L Musolf** to: Archive

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Here is a press release about Ferris State University student Jacob Jackson of Big Rapids, who is doing an internship with Palace Sports & Entertainment. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

The online version of this news release can be viewed here:

<http://www.ferris.edu/HTMLS/news/archive/2012/july/jackson.htm>



Jackson.doc



Jacob Jackson.jpg



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[www.ferris.edu/news](http://www.ferris.edu/news)

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**Ferris Sports Marketing Student Benefits from Internship at Palace Sports & Entertainment**

*Each year, hundreds of Ferris State University students gain valuable work experience through an internship. The experience of an internship also can confirm or redirect career decision-making, provide marketability, develop people skills, and enhance classroom learning. Many academic programs require an internship, but the experience is encouraged regardless to provide students with a better understanding of what will be expected of them in the workplace.*

*Students are participating in various internships in a variety of locations this summer. Meet Jacob Jackson:*

## **Jacob Jackson**

**Who:** A senior from Big Rapids majoring in Sports Marketing

**Internship:** Palace Sports & Entertainment, the umbrella corporation for the Detroit Pistons, the Palace of Auburn Hills in Auburn Hills and DTE Energy Music Theatre in Clarkston, that also manages Meadow Brook Music Festival on the campus of Oakland University in Rochester.

**What he's learning:** "Working for the Pistons has always been a dream of mine," said Jackson, who receives commission for selling season-ticket packages. "Being able to interact with big-name stars, all the responsibility they entrust me with, working directly with a public figure like (retired NBA player) Rick Mahorn, and the fact that every day is different, I learn something new each day."

Jackson is responsible for updating and managing two social media pages, helping with community relations for the Palace, such as keeping an inventory list of memorabilia, identifying unknown autographs and meeting with members of the Pistons for them to autograph memorabilia. He also works sales booths for all DTE Energy Music Theatre events and concerts, delivers tickets and memorabilia to clients, and keeps himself up-to-date on the Pistons in order to speak with potential clients about purchasing season tickets.

"I'm learning how a major corporation works from the inside, how to interact with clients, time management at and away from work, how to market and promote to such a large market; and the different ways sports marketing is used and how social media sports marketing works."

**How he's benefitting:** With an 8 a.m. to 5 p.m. weekday job, Jackson is learning how to complete his school work around his work day and how to get multiple projects done in the timeframe he is given.

"It's extremely beneficial to work with employees who have worked at various sports venues and observing how the business professionals conduct themselves every day," said Jackson. "This has given me the opportunity to put myself in a position to get a great job after graduation."

**Goal for the future:** Jackson plans to work with a professional sports organization, such as the Detroit Pistons, either in sales or marketing departments.

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