****

**Asia Internship Program – Japan**

**CarterJMRN**

With offices in Tokyo, Osaka, and Singapore hosting a team of more than 60 full time researchers and 100 staff interviewers, Carter JMRN is a full-service Japan-based market research agency.

As a fully bicultural agency, our clients have come to know us for our cultural sensitivity and effectiveness to dealing with clients’ challenges by applying intelligent and efficient research design. We strive for highly practical, prescriptive, and actionable solutions.

We lay the foundation for our clients’ marketing activities in Japan, including market entry, with innovative methods that cover the gamut of immersive, qualitative, and quantitative approaches. These include cultural analysis, trend watching, secondary desk research, depth interviews, ethnography, focus groups and all quantitative survey methods. We are your guide to unmasking the needs, desires and opinions of Japanese consumers and helping you to translate those into action.

**Job Description and Responsibilities**

* Exposure to all aspects of planning, executing, and reporting market research
* Providing a supporting role in developing actionable marketing strategies for the Japanese market
* Supporting projects related to global brand and product development
* Consumer trend watching across a variety of categories – for example, women power, the changing world of work, internationalization, generational dynamics, food and beverages, travel, and entertainment
* Working directly with Project Managers and Coordinators by contributing to execution of key research methodologies: secondary research, industry interviews, consumer focus groups and telephone/internet surveys (with both consumers and business executives)
* Summarizing and translation support that contributes to research execution and reporting
* Tabulating and charting research results, preparing PowerPoint reports, and a variety of other supporting materials (charts, graphs, etc.)
* Research and report writing components (short-term), writing and producing entire qualitative and quantitative reports (long-term)

**Dates**

Program Dates: Monday, June 2 through Monday, July 21, 2025

Work Dates: Thursday, June 5 through Friday, July 18, 2025

Work Hours: 8 hours per day, 5 days per week – standard working hours are Monday to Friday from 10:00 – 18:00 with one hour given for lunch. Some weekend work may be required which in turn would alter the hours during the week.

**Location**

CarterJMRN is located in the heart of Tokyo's Roppongi Midtown area. The office is situated within 1 minute of Nogizaka station with Roppongi station being a short 5 minute walk. Between these two stations three of Tokyo’s main subway lines flow - Hibiya, Oedo, and Chiyoda.

**Housing**

Double occupancy shared apartment-style or student-style housing will be provided.

**Eligibility Requirements**

* Must have completed a minimum of 30 credit hours with a minimum cumulative GPA of 2.50 by start of internship.
* High energy and enthusiastic attitude
* Energetic and adaptable personality, with ability to work in our fast-paced, team-oriented work environment
* Ability to thrive in a relatively small-sized, multi-national, foreign-owned work environment
* Open-mindedness to promote “foreign” products within the Japanese marketplace
* Native-level Japanese language abilities an asset but not essential
* PC skills (Excel, PowerPoint, MS Word)
* Excellent written skills
* Note: Intern(s) must bring a laptop to complete assigned tasks, and must sign a Non-Disclosure Agreement with CarterJMRN.

**Course Credit**

Interns will receive up to 6 credits. (Credit available from Asian Studies, International Affairs, or Leeds School of Business; subject to requirements of the student’s major and/or College. Other options may be available.)

**Costs**

* Students can apply for Buffs Abroad Scholarships and may be able to use financial aid.
* Significant cholarship support available through the Center for Asian Studies, limited to students who have applied for Buffs Abroad Scholarships.
* Please visit the Education Abroad Website for program costs and finances at <http://abroad.colorado.edu/?go=programcosts>. (Enter Tokyo in the city field.)

**Application Procedures**

* Applications are available on the Education Abroad website at <http://abroad.colorado.edu/?go=AIPTokyo>.
* In addition to the application form, students will need to provide a cover letter, resume, transcript, and statement of purpose.
* Students may be interviewed by the supervisor prior to selection.
* **Application deadline is February 23, 2025 at 11:59 p.m.**

**Questions**

* Contact Steve Rose, Assistant Director of Study Abroad, with questions about application procedures or costs: [Steven.Rose@colorado.edu](mailto:Steven.Rose@colorado.edu) or 303-492-2977.
* Contact Danielle Rocheleau Salaz, Executive Director of the Center for Asian Studies, with questions about internship content, scholarships, or the Asia Internship Program: [salaz@colorado.edu](mailto:salaz@colorado.edu?subject=AIP) or 303-735-5312.

**Information Sessions:** Come to learn more about the program and have your questions answered! Time and date pending.