JOHNSON & JOHNSON COMPANY PROFILE

Johnson & Johnson is the world’s most comprehensive and broadly based manufacturer of health care products with the fundamental objective to improve the quality of life of people around the world by providing scientifically sound and high quality health care products and services.

With sales of $63.7 billion J&J has more than 250 operating companies in 57 countries.

JOHNSON & JOHNSON – THE FORT WASHINGTON COMPANIES

The Brand Marketing CoOp Program is conducted in partnership with 3 members of the J&J Family of companies located on the Fort Washington campus:

www.mcneilcareers.com

McNeil Consumer Healthcare – is the largest and most profitable consumer company in the J&J Family of Companies. It is the nation’s leading manufacturer and marketer of over-the-counter pharmaceuticals, with annual sales of more than a billion dollars. Brands include Tylenol®, Zertec®, St. Joseph®, Motrin®, Sudafed®, Benadryl®, Imodium® and many more.

Johnson & Johnson®Merck – is a 50/50 joint venture formed to develop and market nonprescription products derived primarily from Merck & Co., Inc. prescription medicines, as well as products licensed and acquired from outside sources. Leading brands include Pepcid®, Mylanta® and Mylicon®.

McNeil Nutritionals, LLC – (a division of McNeil-PPC, Inc.) is a rapidly growing provider of scientifically based nutritional products that empower people to actively manage their own health. Brands include Splenda®, Viactiv calcium supplements, Lactaid supplements & dairy products and Benecol Spreads and Smart Chews.

THE CoOp EXPERIENCE

Six month full-time CoOp assignment on a Consumer Brand Marketing team:

- Develop and/or execute marketing programs and strategies to promote products to consumers, retailers and medical professionals
- Execute consumer and retail promotions including sampling programs & direct mail
- Work with creative agencies to produce consumer communications
- Analyze category and competitive trends, determine lessons learned and develop strategies to grow within the category using IRI, Neilson and internal databases.
- Facilitate regulatory/legal review of advertising and promotional materials
- Evaluate capabilities and proposals from new vendors
- Participate in training courses which are focused on brand management and other key functional areas
ELIGIBILITY

- Junior year status preferred during CoOp; sophomores (for spring CoOp) and seniors (for fall CoOp) also considered
- Previous marketing internships or experience preferred (e.g., marketing role in campus organization, society involvement, etc.)
- 3.0 minimum overall GPA
- Completion Competitive Effectiveness (VSB 2020) prior to participation in CoOp
- Strong analytical, communication & interpersonal skills

ACADEMIC REQUIREMENTS

- Student earns 6 free elective credits for completing the six-month full-time CoOp experience; remaining 9 course credits are completed before/after and during the CoOp.
  
  **Fall CoOp:** July-December  
  **Spring CoOp:** January-June

- **Learning Objectives**—Student establishes, in conjunction with company supervisor, 3-4 learning objectives as a means of focusing the CoOp experience. Objectives will be determined within first two weeks of starting CoOp assignment.

- **Daily Activity Log**—Student records the dates worked, number of hours completed, nature of projects, tasks, responsibilities and the relationship of the work to learning objectives. Log will be reviewed by company supervisor.

- **Final Paper**—Student completes 10-12 page paper discussing relationship of CoOp experience to classroom work, learning objectives and career interests. Review and evaluation of paper is completed by company supervisor prior to submission to VSB for final grading of **Satisfactory/Unsatisfactory**.

- **Student Evaluation**—Student completes assessment of CoOp experience.

WHY SHOULD I PARTICIPATE?

- Clarify **CAREER GOALS** and enhance your **MARKETABILITY**
  - Gain “real-world” out-of-classroom educational experience.
  - Position yourself for consideration for the full-time Operations Analyst Program upon graduation.
  - Prove yourself to be an invaluable asset while on the job.

- Receive **FINANCIAL COMPENSATION** at competitive market value

- Maintain **FULL-TIME STUDENT STATUS**, thus continuing:
  - Insurance Coverage
  - Scholarship Eligibility
  - Housing Eligibility

- Maintain **4-YEAR GRADUATION PLAN**

Contact: Ceiwyn Craig-Moore, Assistant Director for Internships/CoOps – Student Outreach  
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