
Division of Research

Market Research and Commercialization Externship

Submission Date Jul 18, 2025 8:06 AM

Employing Office Division of Research

Job Title Market Research and Commercialization Externship

Type of Graduate Assistant
Position (RAII, RAI, TI, TA) RAI, RAI

Number of Vacancies for this
Position 1

Hours per Week (per vacancy) 20

Term Academic Year

Eligible Program Applicants
(Applicants will preferably be
from one of the following
graduate programs)

- MBA or currently pursuing graduate degree in marketing or a related field; or minimum of 3 years of related industry experience

Qualifications/Preferred Skills

- MBA or currently pursuing graduate degree in marketing or a related field; or minimum of 3 years of related industry experience
- Prefer undergrad in biology, chemistry, engineering or other scientific discipline
- Knowledge of traditional market research methods and surveys
- Strong computer and presentation skills, as well as experience with internet search and other research tools
- Strong analytical skills, including the ability to find appropriate secondary research and analyze and interpret data sets
- Excellent written and verbal communications skills

Position Description

A Market Research and Commercialization Extern with our department can expect to gain an understanding of BGSU's commercialization policy and procedure, and will be exposed to the fast-paced discipline of moving patentable subject matter through development and into commercialization. This position provides an outstanding educational and resume-building opportunity.

- Identifying rules and regulations related to commercializing newly discovered technologies
- Identifying features, benefits and advantages of technologies over

currently available technologies

- Assessing the commercial viability of technologies; projecting market size/penetration to determine commercialization potential
- Collecting market data to identify potential opportunities, market segmentation, and competition
- Clearly and concisely providing information to Technology Transfer staff for use in evaluating commercialization potential and/or marketing to potential licensees.

Required application materials Cover Letter & Reume

Send application materials to mwfox@bgsu.edu

Application Due Date Sept 1