INTERNSHIP IN MARKETING
SYLLABUS
MKT 486 002
Fall 2017

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Office: 403C Business Building (McGee)
Office hours: 10:00 AM – Noon MW;
and, 9:15 AM – 10:45 AM, 3:15 PM – 4:45 PM TR.
Class hours: TBA
Class Location: McGee Business 403C
Department/College: Department of Management, Marketing and International
Business/Nelson Rusche College of Business

Course Description: Actual on-the-job experience that enables the student to apply theory and
practice from the major in practice.
Prerequisite: Junior standing and 2.5 GPA in major and overall
Course Objective: The overall objective of this course is for you to learn how to be trained,
follow directions, work in a team and associate what you learned in the
classroom with what you are learning in the actual industry.

Note: The syllabus presented here is a guide for class content and activities. It is subject
to change.

Course Content: Internship application and schedule, weekly reports, midterm and final
evaluations and completed report as directed by professor.

Communication:
Please check your SFA.Jacks.Edu mail at least once a day.
D2l will be the official tool in your MKT 486 class for communicating the important
reminders, announcements and further assignments and directions. You may email the professor
at mkahla@sfasu.edu or text at (936) 526-3731. If you text, please identify yourself in the text.

Grades: The following tasks will be completed during the semester:

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly reports</td>
<td>via email or d2l drop box</td>
<td>100 points</td>
</tr>
<tr>
<td>Midterm evaluations</td>
<td>via snail mail</td>
<td>10/14/16 100 points</td>
</tr>
<tr>
<td>Final evaluations</td>
<td>via snail mail</td>
<td>12/01/16 100 points</td>
</tr>
<tr>
<td>Final report</td>
<td>via email or d2l drop box</td>
<td>12/15/16 100 points</td>
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SEMESTER GRAND TOTAL: 400 POINTS

Points for grades:
A 400 - 360 points
B 359 - 320 points
C 319 - 280 points
D 279 - 240 points
F less than 240 points

SCHEDULE

Week One: 8/29 email professor
Week Two: 9/5 email professor
Week Three: 9/12 email professor, outline report
Week Four: 9/19 email professor
Week Five: 9/26 email professor, review report
Week Six: 10/3 email professor
Week Seven: 10/10 Midterm Evaluations due to professor
Week Eight: 10/17 email professor
Week Nine: 10/24 email professor, review report
Week Ten: 10/31 email professor
Week Eleven: 11/7 email professor
Week Twelve: 11/14 email professor, complete report
Week Thirteen: 11/21 Thanksgiving Holidays all week!
Week Fourteen: 11/28 Final Evaluations due to professor
Week Fifteen: 12/5, dead week
Week Sixteen: 12/12 Finals

Important University Dates:
Week of August 28, Classes Begin
Tuesday, September 12, 12th class day
Friday, September 15, 1st day to apply for degrees to be completed in May 2018
Wednesday, October 25, last day to withdraw from classes without wp or wf
Wednesday, November 15, last day to apply for degrees to be completed in May 2018
Saturday, November 18, Begin Thanksgiving Holidays
Monday, November 27, Classes resume
Monday, December 11, Finals begin

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, a
grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.