Department of Management, Marketing, and International Business

MKT 486 - INTERNSHIP IN MARKETING

College of Business, Stephen F. Austin State University

Note: This "standard" course syllabus is only a guide. Actual requirements for a particular course and section of this course are described in the course section syllabus, which should be obtained from the course instructor at the beginning of the respective semester. Requirements listed herein are subject to change without notice.

Coordinator: Dr. Marlene Kahla
Office: Mc Gee 403C
Office Hours: As designated on office door
Telephone: Office (936) 468-4103

Supervising Instructor: To be assigned based on individual needs of student.

Catalog Description: - 1-3 semester hours. Supervised on-the-job application of marketing skills.

Prerequisites: Junior standing as a major or minor in marketing; GPA 2.5 overall, 2.5 in Marketing; consent of supervising instructor and department chair.

Course Purpose: The internship program awards college credit for paid or unpaid employment in a learning environment. The position should be structured to enable the intern to develop marketing skills. The job may also involve development of non-marketing skills used by professionals in the industry concerned. Simple "work for pay" is definitely not appropriate. The intern will work under the close guidance of a specified employment supervisor who is responsible both for training the intern and reporting the intern's performance during the program. In addition, the intern will work under the direction of a supervising instructor. Periodic reports on activities performed during the period along with a final report detailing the experience must be submitted to the supervising instructor.

Course Objective: To allow students to earn college credit for employment in a learning environment.

Course Credit: A student meeting the prerequisites listed above may receive credit for up to three (3) hours of Management 476. Credit may be awarded for 1, 2, or 3 semester hours depending on the nature of the work and the total work time involved. As a guideline, each hour of credit normally requires 60 hours of work time. Typical combinations for three (3) hours of credit include half-time work for approximately 14 weeks as well as full time work for approximately seven (7) weeks. Final determination on hours of credit will be made jointly by the department chair and the supervising instructor.

Timing: A student intern will enroll for credit during the semester in which he or she is employed in the internship position. If employment overlaps two or more semesters, the intern will normally enroll during the last semester involved. With advanced approval, a student may receive credit in a given semester for work completed prior to that semester. However, under no circumstances will credit be awarded for work completed prior to the approval of the internship application.

Intern Duties: A student intern must submit a completed application form and liability waiver (see Dr.
Kahla) and appropriate documentation (see below), and, if approved, register for the internship course. An intern's job performance must be satisfactory in the judgment of the employment supervisor and the supervising instructor. The intern must keep a log or journal of significant on-the-job experiences. The intern must meet with the supervising instructor according to the agreed upon schedule and must prepare a formal paper describing the internship experience near its end. Finally, the intern must complete and deliver to the supervising instructor the "Internship Evaluation: Intern's Report" on two occasions: at approximately midpoint of the internship and again near its end.

**Employment Supervisor's Duties:** The intern's employment supervisor must indicate agreement to supervise the internship on the intern's application form and must take an active role in ensuring that the intern has a productive learning experience. In addition, the employment supervisor must complete and deliver to the supervising instructor the "Internship Evaluation: Employment Supervisor's Report" on two occasions: at approximately midpoint of the internship and again near its end.

**Supervising Instructor's Duties:** The supervising instructor must indicate agreement to serve on the intern's application form and must take an active role in ensuring that the intern has a productive learning experience. The instructor must meet with the intern according to the agreed upon schedule, review the intern's progress at each meeting, and make suggestions for improvement of the learning experience. If practical, the instructor should visit the employment site to personally observe the intern's work environment. Finally, the supervising instructor must evaluate the intern's performance and assign a grade. The grade must be delivered to the Department Chair along with an overall summary of the internship using the "Internship Evaluation: Supervising Instructor's Report."

**Current Textbook:** No Text Required

**Evaluation:** A grade will be assigned based on the supervising instructor's evaluation of meetings with the intern, reports from the intern, reports from the employment supervisor, and other criteria specified on the application form. At the completion of the course, the supervising instructor will assign a grade and report it to the Department Chair with an overall summary of the internship by submitting an "Internship Evaluation: Supervising Instructor's Report" form. The Department Chair will report the grade to the Registrar's Office for entry on the student's transcript.

**Course Coordinator:** Dr. Marlene C. Kahla

**Application Procedure:** A student desiring to register for MGT 476 must provide the following information (as a package) to the Department Chair, who will determine approval or disapproval (Note: There are no exceptions to these requirements!):

1. A completed application form and liability waiver (See Dr. Kahla, email: mkahla@sfasu.edu)
2. A copy of the applicant's degree plan showing a major or minor in Marketing
3. A current transcript showing an overall GPA of at least 2.5 and at least a 2.5 in Marketing.

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