MARKETING 486 001  
INTERNSHIP IN MARKETING  
DEPARTMENT OF MANAGEMENT, MARKETING, AND INTERNATIONAL  
BUSINESS  
NELSON RUSCHE COLLEGE OF BUSINESS  
Spring 2020 Session

Coordinator: Dr. Charlotte Allen

Office: McGee 403J

Office Hours: by appointment

Telephone: Office (936) 468-4103

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 the supervising instructor the "Internship Evaluation: Intern's Report" on two occasions: at approximately midpoint of the internship and again near its end.

For the specific internship presented here, the duties are focused on effective communication and promotion of the Nelson Rusche College of Business. The intern will update social media and keep majors and other publics informed of events and programs within the Nelson Rusche College of Business.

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 MKT 486 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)
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.

**Rusche College of Business**

**Syllabus Addendum**

**Program Learning Outcomes:**

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ug-plo.asp](http://www.sfasu.edu/cob/ug-plo.asp).

**Additional Relevant Information**

**Student Academic Dishonesty (University Policy 4.1)**

*Abiding by university policy on academic integrity is a responsibility of all university faculty and students.*

**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.
You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Course Calendar:

Week 1  Classes begin
         Meet with supervisor and advisor
Week 2  Meet with supervisor and advisor
Week 3  Meet with supervisor and advisor
Week 4  Meet with advisor
Week 5  Meet with advisor
Week 6  Meet with advisor
Week 7  Meet with advisor
Week 8  Mid-semester evaluation of report
Week 9  Meet with advisor
Week 10 Meet with advisor
Week 11 Meet with advisor
Week 12 Meet with advisor
Week 13 Meet with advisor
Week 14 Meet with advisor
Week 15 Meet with advisor
Week 16 Final Report, Time Sheets and Evaluation

Student will check-in once a week and turn in a written report at end of internship detailing job activities and what was learned in internship. During the semester the student must also fill out the midterm and final student evaluation forms.

MKT 486 Three hours credit Spring 2020 Directed by Dr. Charlotte Allen

Student Printed name: ___________________________ Date: ___________________________

Student Signature: ___________________________

Student ID: ___________________________

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