MARKETING 4186/486 001
INTERNSHIP IN MARKETING
DEPARTMENT OF MANAGEMENT AND MARKETING
RUSCHE COLLEGE OF BUSINESS
Fall 2023 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 Marketing 486/4186. 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. Reese) 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.

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. Jason Reese

**Application Procedure:** A student desiring to register for MKT 486/MKTG 4186 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. Reese)
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.

1. **Acceptable Student Behavior:** 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 Student Conduct Code, 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 ([https://www.sfasu.edu/docs/policies/10.4.pdf](https://www.sfasu.edu/docs/policies/10.4.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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

2. **Academic Integrity:** The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without
permission of the Faculty member, (4) Substituting for another person, or
permitting another person to substitute for one’s self, to take a test, (5)
Falsifying research data, laboratory reports, and/or other records or academic
work offered for credit, (6) Using any sort of unauthorized resources or
technology in completion of educational activities. Plagiarism is the appropriation
of material that is attributable in whole or in part to another source or the use of
one’s own previous work in another context without citing that it was used
previously, without any indication of the original source, including words, ideas,
illustrations, structure, computer code, and other expression or media, and
presenting that material as one’s own academic work being offered for credit or
in conjunction with a program course or degree requirements. Collusion is the
unauthorized collaboration with another person in preparing academic
assignments offered for credit or collaboration with another person to commit a
violation of any provision of the rules on academic dishonesty, including
disclosing and/or distributing the contents of an exam. Misrepresentation is
providing false grades or résumés; providing false or misleading information in
an effort to receive a postponement or an extension on a test, quiz, or other
assignment for the purpose of obtaining an academic or financial benefit for
oneself or another individual or to injure another student academically or
financially. Students may not take pictures of, screenshot, or record in any way
test questions or exams, with the one exception of taking a picture or screenshot
of any error messages that occur for technical support
(https://sfasu.edu/policies) This class will cover the use of AI software (examples
include, but are not limited to ChatGPT, Bard and xAI). The use of any AI
software is not allowed on any assignments unless noted on the assignment
instructions that it is allowed. Use of Artificial Intelligence (AI) software on
exams will be considered an act of academic dishonesty.

3. Students with Disabilities: The College of Business complies with the Americans
with Disabilities Act in making reasonable accommodation for qualified students
with a disability. 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/.

4. Withheld Grades (Semester Grades 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.

5. 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.

6. Mental Health: SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services • www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401
SFASU Human Services Counseling Clinic • www.sfasu.edu/humanservices/139.asp
Human Services Room 202 • 936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

Course Calendar:

Week 1  Classes begin
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.

For the Rusche COB social media internship, 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.

MKT 486/MKTG 4186 Three hours credit Fall 2023 Directed by Dr. Charlotte Allen

Student Printed name:                      Date:

Student Signature: ____________________________

Student ID: ____________