INTERNSHIP IN MARKETING
MKTG 4186 Section 001
Meeting Times TBD
Department of Management and Marketing
Nelson Rusche College of Business
Summer Session 1 2023

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Office hours: TR: 2:00 p.m. - 4:00 p.m.; MW, 8 a.m. - 11 p.m. via Zoom; or, by appointment.
Zoom office hours meeting id and passcodes posted on news for d2l your class and section.
Department: Management and Marketing

Class, location and hours:  MKTG 4186 001: TBD

TEXT: TBD

COURSE DESCRIPTION:
MKTG 4186: This course is available for students to learn more about specific aspects of marketing concepts and strategy through actual work in a recognized organization with supervision within the organization and the department. Therefore, the student participating in an internship will have a supervisor within the organization and a professor within the Department of Management and Marketing.

Applications and syllabli begin the process. The student and supervisor at the organization in which the student “works,” will complete mid-term and final evaluations. The faculty supervisor will complete the final evaluation as well.

The student and faculty member will determine how often the student reports to the faculty member.

Program Learning Outcomes
1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)
3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)
5. The student will demonstrate multicultural and diversity understanding. (Diversity)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge) Emphasis on Ethics, Diversity and Introduction of Business Knowledge

Student Learning Outcomes
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/ugplo.asp.
Student Learning Outcomes:
(SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above.
In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs.
For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp

CLASS RULES
Following these few rules will help to maximize your learning experiences and those of your classmates:
• Attend each class. Notify professor if you will not be in class.
• Be on time to class, team meetings and events related to the project.
• Read the assigned material, turn in all required work on the day it is due.
• Participate in individual and group activities and discussions.
• Treat everyone in the class with respect and courtesy.
• Demonstrate professional behavior and use language appropriate for classroom learning
• Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
• Ask questions!
  • Communication: Please check your SFA.Jacks.Edu mail at least once a day.
  • Brightspace d2l will be the official tool in your MKTG 4186 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:

Report to faculty each week:  40 points
June 10, 2023  Submit midterm evaluations from student and supervisor: 30 points

June 23, 2023  Submit final evaluations from student, supervisor and faculty. Include any type of special reports agreed upon by faculty and Student: 30 points

Grand total of points: 100 points

Course Requirements
Students are to read relevant marketing articles and text, work effectively in teams and work well with an actual client, and participate in activities, such as team meetings, events in the College, organization meetings, etc.

Students must prove that they understand how to find specific information in and beyond class by working competently in the internship position, wanting to learn more by asking questions as an intern, and generally learning how marketing works within an organization.

Academic Integrity (4.1)
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf.

Withheld Grades Semester Grades Policy 5.5)
Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future
terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

Please copy and paste the following statement and place in your course syllabus.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 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/