INTERNERSHIP IN MARKETING
MKTG 4186 Section 002
Online
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2024

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Office hours: Monday: 4:30 p.m. – 6:30 p.m.
   Tuesday and Thursday: 11:00 a.m.- 2:00 p.m.;
   Wednesday : 4:00 p.m. – 6:00 p.m. online;
   OR, by appointment.

Department: Management and Marketing
Class location: Online

Internship guidelines presented by employing supervisor and directing faculty

COURSE DESCRIPTION:
MKTG 4186 is designed to enable students to explore career paths prior to graduation. By participating in formal internships, students gain valuable experience and knowledge of various marketing careers.

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. (Research)
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 Marketing Communications, 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 marketing aspects of internship as described by the employment supervisor.

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 3351 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, rubrics will serve to guide students in addition to specific directions in each drop box:

Students completing MKTG 4186 002 will be graded on effective communication with employment supervisor and instructor and completed work that addresses the guidelines to be discussed by the employment supervisor.
Course Requirements
Students participating in internships are to report to work early to be on time, listen carefully to employment supervisors and faculty, participate in learning activities offered at the internship, complete midterm and final forms within specific dates.

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/

Note: The syllabus presented here is a guide for class content and activities. It is subject
to change. Please bring your copy of the syllabus to class for each meeting.