STEPHEN F. AUSTIN STATE UNIVERSITY
COURSE SYLLABUS
Spring - 2024
MGMT 4186 – Internship Marketing

INSTRUCTOR INFORMATION
Instructor: Dr. Amy Mehaffey
Office: 403-Q in McGee Business Building
Office Phone: 936-468-1802
Dept. Phone: 936-468-4103
Email: amy.mehaffey@sfasu.edu
Office hours: By Zoom Appointment
Department: Management and Marketing
College: The Nelson Rusche College of Business

Course Descriptions: 1-3 semester hours. Supervised on-the-job application of management skills (MGGT 4176).

Prerequisites: Junior or senior standing as a major or minor in management or international business (for MGMT 4176) or in marketing or international business (for MKTG 4186); GPA at least 2.5 overall plus 2.5 in management (for MGMT 4176) or marketing (for MKTG 4186); sufficient course work to address internship requirements as determined by the supervising instructor; and consent of department chair and supervising instructor (the Internship Coordinator may give consent on behalf of the department chair). Internship credit may be applied to a major or minor in international business if the position is “international” in nature and approved by the department chair.

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 managerial skills including planning and organizing. The job may also involve development of non-managerial 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 for reporting his or her 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, who will assign the course grade.

Course Objectives: Upon completion, the student will have developed knowledge of the practice of management (for MGMT 4176) or marketing (for MKTG 4186) as conducted in the employing organization.

Course Credit: A student may receive up to three hours total credit from MGMT 4176 and/or MKTG 4186, with the maximum credit reduced by any prior college credit for internships and/or life experiences. No more than three hours total credit from internships may be applied to a bachelor’s degree in the College of Business, and no student may receive credit for MGT 476 or MKT 486 if the same work experience is being used for credit in another department. Credit for a given internship 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 approximately 60 hours of work time. Typical combinations for 3 hours of credit include half-time work for at least nine weeks, full time work for at least four and one-half (4.5) weeks, or 12 hours or more per week for a long semester. Final determination on hours of credit will be made jointly by the Internship Coordinator and the supervising instructor prior to registration.

Timing: An internship student will normally 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 student will normally enroll during the last
semester involved. With advance approval, a student may receive credit in a given semester for work done prior to that semester. However, under no circumstances will credit be awarded for work done prior to approval of the internship application.

**Internship Duties:** A prospective internship student must submit a completed application form (Attachment 1), which requires signing a liability waiver form (Attachment 2), being hired for a suitable position, obtaining the consent of an employment supervisor, and obtaining the consent of a supervising instructor. If the application is approved, the student must register for the internship course. The Internship Coordinator will assist students in identifying positions and supervising instructors, but responsibility for meeting the requirements lies with the student. The intern's job performance must be satisfactory in the judgement 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 contact 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" (Attachment 3) on two occasions: at approximately the 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 application form (Attachment 1) 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" (Attachment 4) on two occasions: at approximately the midpoint of the internship and again near its end. With consent of the supervising instructor, the employment supervisor may submit a copy of the company’s standard evaluation instrument in lieu of Attachment 4.

**Textbook:** None

**Evaluation:** A grade will be assigned based on the supervising instructor’s evaluation of contacts with the intern, reports from the intern, reports from the employment supervisor, and any other criteria specified on the application form (Attachment 1). At the completion of the course, the supervising instructor will assign a grade and report it to the Internship Coordinator as described above.

**Application Procedure:** A student desiring to register for MGMT 4176 or MKTG 4186 must provide a completed Application form (Attachment 1) and a completed Waiver of Liability form (Attachment 2) to the Internship Coordinator, who will determine approval or disapproval. International internships have additional requirements--see the department for details.

**Non-Credit Internships:** Students who do not meet the internship prerequisites may participate in internships on a non-credit basis. In such cases, hiring decisions, supervision, evaluation, etc. are entirely the responsibility of the employing company.