



## Marketing Internship Information MARK 4800

MARK 4800 is a marketing elective open to marketing majors that have successfully completed MARK 3000. This course permits you to receive academic credit for marketing related internship work experience. To receive credit you must do the following:

1. Find an internship job that meets the requirements outlined below.
2. Submit an application prior to the beginning of final exams in the semester prior to your internship semester. Applications are submitted online at [https://terry.qualtrics.com/jfe/form/SV\\_bmaZTxqE0XuHDJb](https://terry.qualtrics.com/jfe/form/SV_bmaZTxqE0XuHDJb)
3. Be enrolled in MARK 4800 during the semester of your internship. (You are not allowed to receive academic credit for an internship completed in the past.)
4. You will not be allowed to register for this class until your internship has been approved and verified.
5. Complete the internship requirements outlined below.

### Internship job requirements

An internship is the equivalent of a 3-credit hour upper level marketing course, so the work responsibilities must provide substantial marketing experience which contributes meaningfully to your understanding of marketing. Examples of things that would qualify include serving as a manufacturer's sales representative, working on a promotional campaign, analyzing consumer data, maintaining a company's digital marketing such as social media, and serving as a marketing assistant. Positions that are primarily administrative (with duties such as copying, answering the phones, running errands) would not qualify. For a job to count as an internship, it must be a new position for you and may not be a continuation of an existing position. In addition, working for a family business cannot qualify as an internship. The actual internship position must be approved by the Internship Faculty Advisor. Once your internship application is approved and verified, you will be granted access to register for the class. You must register for the class in order to receive academic credit.

### Internship Requirements

- Perform job responsibilities as outlined in internship application.
- You must perform at least 200 hours of marketing related work during the semester.
- Keep a diary of activities and major accomplishments during your internship.
- Write a 10 – 12 page paper summarizing your experience and relating what you learned to marketing concepts. Paper is to be submitted no later than the midpoint of the semester following your internship. (Additional details on the paper will be provided after you have registered for the class.)
- Be evaluated by your supervisor – department will handle this.
- Your grade in the class (S for satisfactory or U for unsatisfactory) is based 2/3<sup>rd</sup> upon your paper and 1/3<sup>rd</sup> upon your supervisor's evaluation.

To apply, go to: [https://terry.qualtrics.com/jfe/form/SV\\_bmaZTxqE0XuHDJb](https://terry.qualtrics.com/jfe/form/SV_bmaZTxqE0XuHDJb)