



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 for internship credit here:
https://terry.qualtrics.com/jfe/form/SV_bmaZTxqE0XuHDJb
3. Ideally you will submit the application prior to the beginning of final exams in the semester prior to your internship semester. Late applications will be accepted but you run the risk of your internship not being approved and verified in time to register for the course.
4. 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 or in the future.)
5. You will not be allowed to register for this class until your internship has been approved and verified.
6. 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 the semester you perform the internship to receive academic credit.**

Internship Requirements

- Perform job responsibilities as outlined in your internship application.
- You must perform at least 200 hours of marketing-related work during the semester.
- Keep a diary or a log/running record of activities and major accomplishments during your internship and be prepared to submit to the faculty advisor if asked.
- Write a paper of not more than 4 pages, single spaced, 12 pt font, summarizing your experience and relating what you learned. Paper will be submitted via the Internship eLC site no later than the last day of the semester in which you participate in the internship. (Additional details on the paper will be provided after you have registered for the class and will be posted in ELC.)
- Be evaluated by your supervisor – the department will handle this.
- Your grade in the class (S for satisfactory or U for unsatisfactory) is based 2/3rd upon your paper and 1/3rd upon your supervisor's evaluation.
- If you are pursuing a marketing area of emphasis, your internship should match that area.

To apply, go to: https://terry.qualtrics.com/jfe/form/SV_bmaZTxqE0XuHDJb

