

## Auburn Marketing Internships Employers Information

1] The internship must be valuable to the student. Our primary consideration is that the internship either directly gives students the skills needed to get their first job or the internship helps prepare the student for their career. Academic internships in Marketing require responsibilities that go beyond 'hourly employee' functions. Job shadowing or performing clerical work are not acceptable Marketing internship activities. The primary work activities should be related to Marketing.

2] The internship should include some measurable outcome that directly relates back to the students efforts. This can take a wide variety of forms. A few examples follow. Sales internships could include commissions, bonuses and clear sales targets. Retailing internships could be the profitability of a specific sales event, product line, store or web-based orders. A social media internship might track followers, unique viewers or some other metric. In sum, the intern should be able to benchmark their progress against a specific standard. Their progress should have clear metrics.

3] The company sponsoring the intern must have a specific individual responsible for evaluating the student at the end of the internship. Although the evaluation form is not lengthy (takes about 15 minutes to fill out), it is necessary for the department to evaluate the student's performance. If the employer evaluation is negative the student will fail the internship.

4] Internships which fail to provide students the skills needed to get their first job or prepare for their career will be rejected.

5] Internship timing has to follow one of the semesters of the university. AU has Fall Semester (mid-August through first week of December); Spring Semester (January to end of April) and Summer Semester (late May through end of July). If the internship is set up well in advance of the desired term the success rate improves.

6] Total hours of the internship should be a minimum of 100 hours. For example, if an internship was only during June & July which is 9 weeks, the intern would have to work a minimum of 11 hours per week.

7] The department can only give internship credit to marketing majors or marketing minors.

8] For AU marketing class credit, the internship must be approved by the marketing department. Internships must be set up prior to the start of the semester. We cannot give class credit for an internship after-the-fact.

9] Firms that offer a paid internship ***get better quality interns.***

Steps you need to take to set up an internship:

A] Send a written description of the internship. This includes at the duties of the intern are, who they will report to, and the training they will receive. Including where (in general) the work will be performed is very helpful.

B] Provide the name and contact information of the person who will supervise the intern.

C] Provide the amount and type of pay for a paid internship.

D] Provide the semester that the internship will be running.

E] Send this to Dr. Avery Abernethy ([abernav@auburn.edu](mailto:abernav@auburn.edu)). My number is 334-844-8544.