

## **Syllabus Marketing Internship MKTG 4920**

**Credit Hours:** 3 (can only be taken once)

**Prerequisites:** MKTG 3310 with a “C” or better, 2.0 GPA, Marketing major or marketing minor, and department approval.

Instructor: Dr. Avery Abernethy – [abernav@auburn.edu](mailto:abernav@auburn.edu); 201 Lowder Business Building

### **I. Course Content/Objectives**

#### **1. Objectives**

The internship program is designed to provide a relevant and meaningful work experience in a marketing-related business, industry or organization. Participation is by department approval and the work experience must be appropriate to receive credit.

#### **2. Schedule**

Internships typically run during an entire semester. Summer, Fall, or Spring semesters can qualify.

#### **3. Qualifying Internships**

It is impossible to list all internships which can qualify for course credit. Internships must be meaningful marketing jobs. The marketing experience must either help the student succeed in their long run career and/or make them more attractive to recruiters of marketing jobs. Some examples of qualifying internships would be: sales jobs with an some incentive pay or significant customer responsibilities, retailing positions where the student executes significant marketing decisions, work in marketing research, etc.....

Not all marketing jobs are eligible for credit. If the job has only entry level requirements with no decision making or significant training, it would not qualify.

All internships must be approved in advance by the department. No retroactive credit will be given for an internship and academic credit can be given for only one internship.

### **II. Grading and Evaluation Procedures**

#### **1. Course Requirements**

##### **Weekly Activity reports**

The internship program involves a work experience in a marketing related business, industry, or government position. In addition to the work experience itself, participants will be required to submit weekly activity reports regarding their work

assignment. The weekly activity reports should outline what they did on the job during the week, what they learned that was new, etc. This should be related to job goals, success/failure measures and relevant marketing concepts.

The weekly reports should be submitted via email to the faculty member supervising the internship. Weekly activity reports should be submitted by the end of each week (in no case later than Monday morning of the following week). Due to the importance of completing these on a timely basis, there will be a one page addition to the research paper for each business day the weekly activity report is late.

Each weekly report should include the student's name, date, and company which is sponsoring the internship.

*Submitting the weekly report as a Word attachment to an email is strongly preferred.*

### **Research paper**

Students must prepare a research report. This report should demonstrate **substantial** understanding of their firm or industry and is designed to insure that their experience has a lasting effect. The research paper includes two parts.

#### Marketing/Company Audit (3- 5 pages typed)

During your internship you are to observe the company and its marketing efforts. You are to write a summary brief relating to the market and marketing in your company. Do they do a good job with their product/service assortment? Is there anything unique or special about their promotion practices? Do they have strengths or weaknesses in their distribution network? Is their pricing strategy appropriate for their markets? How do they compare to their competition in each of these areas? What recommendations would you make to improve their marketing efforts?

#### Student Reflections on the Internship (3-5 pages)

Write a brief paper outlining your reflections on the variety of marketing related experiences you had with the company. What were your job responsibilities? How well did you perform on those responsibilities? Specifically relate your job experiences back to your AU marketing classes and assigned readings. How did the knowledge you gathered from your classwork compare with your actual work experiences? These reflections can cover a variety of issues.

The student must complete the research paper which is generally a minimum of ten typed pages not including appendices or other supporting information. Please use one inch margins, double spacing and a 12 pt. Times New Roman font on your project.

**Be sure to appropriately cite any materials that you use in this paper.**

**Due Date for Paper: *TO BE SET IN CONSULTATION WITH STUDENT***

If your research paper is late you should expect to add an additional page for each day you go beyond the due date. Sorry, there is no reduction for being early. Failure to finish this report and put in the appropriate effort has resulted in students not receiving internship credit.

### **Performance evaluation**

Employers will be asked to provide a written evaluation of the performance of the intern at the end of the internship period. A positive evaluation is required to pass this course. Do a good job and remember this is the purpose for your internship.

## **2. Grading System**

Grading for internship is S-U. To earn a satisfactory grade, the student must complete all weekly activity reports and complete the research paper with a grade of C or better (using a standard ten point grading scale) and **also must earn an acceptable job evaluation from the supervisor at the sponsoring employer.**

### **Employer Commitments:**

The internship must contain a major marketing component requiring supervised professional judgment. The internship may be full time or part time, but must have substantial work component. An integral part of the internship is the training provided by the sponsoring firm or company.

The company must supply a detailed description of the internship including training, job responsibilities, and how the intern will be supervised and evaluated. A specific contact person with contact information (phone, address, email) in charge of supervising the intern must be provided. This information must be provided before the internship is started and before the student can register for the class.

The company must also agree to provide an evaluation of student performance at the end of the internship.

### **Registration for MKTG 4920 – Marketing Internship**

Students who plan to participate in an internship should register for MKTG 4920. To register, students who meet the course prerequisites must have a pre-internship meeting with Professor Abernethy. Prior to the meeting, students should read the syllabus for MKTG 4920 and become familiar with their responsibilities for this course. During that meeting, students will complete two forms available from Professor Abernethy:

1. Student Internship Information Form.
2. Student Request for MKTG 4920 Registration.

### **Placement and Job Contacts**

The marketing department works with the Office of Professional and Career Development (OPCD) to identify potential marketing internships and communicate their availability to students. But students can also generate internships from sources other than OPCD. Neither the marketing department nor OPCD promises that an internship will be identified for every student.

Unfortunately, some businesses have entry level jobs they call “internships” to acquire low wage or free labor without providing students the necessary supervision and training an actual internship course requires. Therefore, any proposals for internships must be reviewed by the department and be assessed in terms of their contribution to the student's education.