

Penn State Erie
School of Business

Marketing Internship (MKTG 495)
Supervising Faculty: Dr. MB Pinto
2011

Objectives:

The objective of the marketing internship is to give the senior Marketing major a chance to participate in a real business marketing environment. In order to gain the most from the experience, the student will bring to bear most of the concepts learned in the foundation courses of the Marketing curriculum.

Prerequisites:

The prerequisite for this is Marketing 301 and Marketing 342. Students should have also taken (or be currently enrolled in) an at least one additional marketing course. The reason for these prerequisites is so that students can apply their knowledge gained from the classroom to the "real-world" experience. Students must bring a copy of their latest degree audit to Dr. Pinto to verify they have had the prerequisites for this course.

Academic Credits:

In most cases the marketing internship comprises 3 academic credits. A minimum number of 120 hours of field experience is required for 3 credits. Only in rare circumstances will internships of 6 credits be considered for academic credit.

Final Approval:

The School of Business Internship paperwork must be completed prior to start working on the Internship. Please pick up the SOB Internship application and policies in the SOB office (basement of Turnbull Hall). You will also need a statement of your upcoming job duties that is typed on the company's letterhead and signed by your on-site supervisor. This statement must be attached to the formal Internship application.

Evaluation Components:

Weekly Updates via email	10%
Final Paper	30%
Portfolio	30%
On-site Supervisor Evaluation	<u>30%</u>
	100%*

(*Note: In some circumstances presentations will be required which will adjust the percentage distributions listed.)

93-100	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
70-76.9	C
< 70	F

Course Requirements:

This course will not be run as a traditional course. There are no lectures, homework, or exams. The body of the course is composed of the individual internship projects that each student will complete. Specification of work times and projects is between the student and the sponsor.

Weekly Updates (10%). Students are required to keep a personal journal on a daily basis about their work experiences, frustrations, work interactions, etc. Basically, anything is fair game. It should be a reflection and observation of your daily work. Weekly updates should be sent to Dr. Pinto at mxp49@psu.edu. Please be sure to date the weekly updates. In addition, Dr. Pinto is available to help address any of your concerns throughout your internship.

Final Paper (34%). You are required to submit a well-prepared paper documenting the internship. Papers are to be printed on 8.5"x11" paper, double spaced. All papers should be fully referenced and have page numbers. No page limit is set on the length of this paper, but a minimum of 10 pages seems to be necessary. Please be sure to edit and proofread carefully!

In general, the final paper should combine theory learned in your courses to date with actual applications seen in the workplace. It should also identify problems or concerns seen in the workplace and suggest recommendations for improvement.

A suggested format for the paper is as follows:

1. Cover page - with the title of the internship, your name, date, and semester.
2. Preface page - with the sponsoring organization's name and address, and the internship supervisor's name, title, and phone number. Also include the dates of the internship here.
3. Table of Contents
4. Introduction - background information on the sponsoring company (keep it short) and a general overview or framework for your paper.
5. Theory and Applications - discussion of marketing theory learned in any of your foundation MRKTG courses and applications witnessed in the sponsoring organization.

6. Recommendations - your suggestions to problems or concerns perceived while on the job.
7. Insights and Conclusions - what did you learn from the internship experience with particular emphasis on insights that will help guide you in your future career.
8. References - complete set of references for any citations used in the body of the paper.

NOTE: The above format may be modified based on discussions with your supervising faculty member.

Portfolio (33%). The portfolio should provide actual examples of the work the student has completed on the job. Possible examples include press releases, newsletters, surveys developed, websites developed, secondary research conducted. The objective of the portfolio is to provide samples of the quality work the student has produced during the internship. (NOTE: If your internship experience does not allow for the creation of a portfolio, the evaluation percentages of the course will be modified.)

On-site Supervisor Evaluation (33%). When the internship is established the supervising faculty member will contact the On-site supervisor for the internship experience. Throughout the internship the faculty member will be available to the On-site Supervisor if any problems or concerns develop. The On-Site Supervisor Evaluation Form allows the sponsoring organization to evaluate the performance of the student during the internship period. These evaluations are very important because they affect Penn State Erie's future placement opportunities with the sponsoring organization. The evaluation form should be mailed directly to School of Business. It is the student's responsibility to make sure the sponsor remembers to send the form on time (due the first day of finals). Without this form, the student will not be able to obtain a grade for the internship experience.

Due Date of Deliverables:

All deliverables ARE DUE on Monday of the last week of classes.