

**McCoy College of Business Administration
TEXAS STATE UNIVERSITY
Department of Marketing
MKT 4393 and MKT 4399
Marketing Internships—Services Marketing and Marketing
Spring 2019**

INSTRUCTOR: Judy Dietert
OFFICE: McCoy Hall 315
OFF. HOURS: M: 10:00-3:00
& by appointment

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COURSE DESCRIPTION:

The marketing internship courses provide students with an integration of professional and academic experience through internships with external employers.

COURSE MATERIALS:

The internship does not require any specific course materials. Students should check with their supervising company to determine if they require any special materials. Students should use TRACS to view all course assignments and grades. Students should use their Texas State email address for all communication with the instructor.

LEARNING OBJECTIVES:

1. Acquire hands-on experience applying classroom knowledge on the job.
2. Verify career and degree choice.
3. Develop interviewing and job search skills.

SKILLS AND KNOWLEDGE YOU ARE EXPECTED TO BRING INTO THIS COURSE:

Most employers expect their interns to have a working knowledge of Microsoft Office software.

PREREQUISITES:

Students must be Marketing majors classified as juniors or seniors and must be in good academic standing to enroll in the internship class. The course prerequisites and specific guidelines which must be met follow:

MKT 4393 is for marketing majors with the services marketing concentration. Prereq.: MKT 3343 and 3365.

MKT 4399 is for general marketing majors.

Students must participate in the internship according to the guidelines furnished by the supervising company. Companies must be approved by the instructor, in accordance with the policies of the Marketing Department. Students must fulfill the minimum 10 week/200 job hour requirement in order to receive credit for fall or spring internships. Internship positions may be paid or non-paid, full-time or part-time. Students may enroll in a maximum of 12 total hours during the fall or spring, including the 3 hour internship class.

COURSE POLICIES:

A. INSTRUCTIONAL METHODOLOGY:

Interns will have the opportunity to gain hands-on experience with professionals in their chosen field. Submission of course assignments, which are enumerated in Section C below, is required.

B. ATTENDANCE:

You are required to attend an orientation session at the beginning of the semester and a midterm meeting. Other attendance requirements are to be discussed between you and your supervisor at your internship. Of course, regular and punctual attendance at your internship is expected.

C. COURSE REQUIREMENTS:

Assignments: Students are expected to check TRACS regularly for assignments and postings. All assignment templates can be found on TRACS, as well as instructions for each assignment. Your assignments must be submitted via Drop Box on the TRACS site. The due dates for each assignment are listed on page 5. If your internship begins or ends more than two weeks before or after the semester dates, contact us within two weeks of the semester start for adjusted due dates. For every weekday an assignment is late, 10 points will be deducted from your grade. For every weekend day an assignment is late, 5 points will be deducted from your grade. You can access your grades and a grading rubric on TRACS. Be sure to refer to the grading rubric designated for your section of the internship class!

Hour Requirement: If 1/3 of the required hours (200 for fall or spring internships) have not been met through any of your MPR time periods, email us your plans for completing the required minimum hours, along with your MPR submission. **Remember that 5 points will be deducted for every 10 hours short; 10 points will be deducted for every week short once final grades are calculated.**

1. INTERN PROFILE:

This assignment confirms that both the intern and the intern supervisor are aware of the internship responsibilities and due dates. It also provides the contact information for the intern and the intern supervisor during the semester of the internship. If your Intern Profile is not received by the due date with your supervisor's signature, you will be asked to drop the class. **Please note that the intern profile must be typed or it will not be accepted.**

2-4. THREE (3) MONTHLY PROGRESS REPORTS:

There are three MPRs which are due throughout the semester. They will include a summary of your job responsibilities, along with a self-evaluation. Additionally, each MPR includes an analysis of several aspects of your internship and/or your supervising company. MPR 1 and 2 should be approximately 5-7 pages including the template, double spaced. MPR 3 should be approximately 7-10 pages. Refer to the MPR grading rubric and MPR instructions, which are located in the resources folder on the TRACS website for the topics for each MPR. Remember that all direct quotes must be in quotation marks and cited. Please note that your reports will be checked carefully for plagiarism. If plagiarism occurs, you will receive a "0" on these reports.

***Assignment Option: Final Presentation (Replaces MPR 3 Grade)**

This option was suggested by past interns in order to bring students together to share their insights, knowledge and experiences. This will be an oral presentation that will be held in McCoy Hall. If you wish to participate in this opportunity, please email the Final Presentation Request form by the stated

due date. If enough students wish to participate, we will book classrooms and secure dates and times to hold the presentations. All interns will be invited to attend the final presentations and may also share information regarding their experiences/insights gained/etc... The Final Presentation Request form and Final Presentation grading rubric are located on the TRACS site, under Resources in the Final Presentation folder.

5. MIDTERM CHECKPOINT:

There are multiple options to choose from to satisfy this assignment. See page 5 for a complete list of all choices.

6. SUPERVISOR EVALUATION:

The supervisor evaluation must be completed by an appropriate and responsible management-level individual in your firm, indicating your successful completion of the requirements of your internship—preferably your supervisor with whom you have worked most closely during the semester. Some companies have their own standard evaluation forms, which may be substituted for our form, provided the same basic evaluation criteria are covered.

NOTE: Although we will send your supervisor the evaluation form, it is your responsibility to ensure that we receive it by the due date. Your internship requirement is not complete, nor will you be assigned a grade, until it is received, as it constitutes a substantial percentage of your final grade!

INTERNSHIP EVALUATION: (Non-graded component). This is your opportunity to evaluate the internship experience, internship course, instructor, and your company. Although this is non-graded and not required, it provides valuable feedback. All students are encouraged to complete and submit this evaluation form.

Examinations: Not Applicable

Make-up Examinations: Not Applicable

Grade Evaluation: You will receive a letter grade (A, B, C, D, or F) for this course. It is NOT a pass/fail credit.

Points will be earned in the following manner:

Grades will be assigned as follows:

Orientation	5.0%	A = 89.5-100
Intern Profile	5.0%	B = 79.5-89.4
Midterm Meeting	5.0%	C = 69.5-79.4
Monthly Progress Reports	35.0%	D = 59.5-69.4
Employer Evaluation	50.0%	F = Below 59.5

Registering: Some of you are not registered at this time. Refer to the Registrar's website for your registration access times and payment deadlines. Remember, it is your responsibility to register and pay your tuition for this class on time! Do not ask the internship office or the Marketing Department for class schedule changes to accommodate your internship work schedule!

CLASSROOM CIVILITY:

Disruptive behavior in the classroom is prohibited in Section 03.01 of Texas State's Code of Student Conduct and includes behavior that substantially or repeatedly interferes with the conduct, instruction, and education of a class. The complete Conduct of Classes policy is available at:

<http://policies.txstate.edu/division-policies/academic-affairs/02-03-02.html>

OTHER:

If you need assistance at any time during your internship, do not hesitate to contact me.

UNIVERSITY/COLLEGE POLICIES:

- A. DROP:** Dropping means that the student will remain enrolled in at least one hour in the current semester. A "W" will be automatically assigned if the drop procedure is completed on or before **11:59 p.m. on April 2, 2019**. After this deadline the student will be unable to drop individual classes and will receive the grade earned in the course (see AA/PPS 02.03.12 for a list of grades). It is suggested that students consult the instructor prior to dropping from the class.
- WITHDRAWAL:** Withdrawal means that the student is going to zero hours for the current semester. A "W" will be automatically assigned if the withdrawal procedure is completed on or before **11:59 p.m. on April 2, 2019**. After this deadline, the student may withdraw on or before **11:59 p.m. on April 25, 2019**. If the student is passing the class on the official date of withdrawal, a "W" grade will be assigned. If the student is failing the class on the date of withdrawal, a "U" grade will be assigned.
- B. ACADEMIC HONESTY:** Submission of any work for a grade for which unauthorized help has been received is termed academic dishonesty and will be grounds for a failing grade in the course. "Unauthorized" is a term used here to designate stealing, copying (with or without permission), collaboration with other individuals, or sharing programming code outside of sanctioned group activities. Students are strongly encouraged to refer to the Texas State student handbook, available at <http://www.dos.txstate.edu/handbook.html> for policies related to academic dishonesty. This instructor views any such act as a clear violation of ethical standards and will take appropriate disciplinary and punitive action.
- C. HONOR CODE:** All students are required to abide by the Texas State University Honor Code found in UPPS 07.10.01 under attachment I. The pledge for students states:
- Students at our University recognize that, to insure honest conduct, more is needed than an expectation of academic honesty, and we therefore adopt the practice of affixing the following pledge of honesty to the work we submit for evaluation:**
- I pledge to uphold the principles of honesty and responsibility at our university.**
- D. FINANCIAL AID:** Federal regulations require students to meet certain minimum academic and attendance standards in order to remain eligible for financial aid assistance. Other program-specific requirements may also exist. Additional information is available at www.finaid.txstate.edu.
- E. EMERGENCY COMMUNICATIONS:** It is helpful to know that in the event of a campus or community emergency, students, faculty, and staff should monitor <http://safety.txstate.edu/> for all safety and emergency communications. This page will be updated with the latest information available to the university, in addition to providing links to information concerning safety resources and emergency procedures.
- F. STUDENTS WITH DISABILITIES:** A student with a disability may require an accommodation(s) to participate in the course. They must contact the instructor as soon as possible, typically within the first two weeks of the semester. They will be asked to provide documentation from the Office of Disability Services (ODS) at that time. Failure to contact the instructor in a timely manner will delay any accommodations they may be seeking. Ongoing care by a physician does not automatically qualify you as an ODS special needs student. Students are required to file paperwork for accommodations with ODS each semester. Accommodations granted one semester do not automatically carry forward to the next. See UPPS No. 07.11.01 for additional information.

COURSE OUTLINE

Note: These due dates are only for students on the regular schedule; if your internship begins or ends more than two weeks before or after the semester dates, contact us within two weeks of the semester start for adjusted due dates.

<u>Assignment</u>	<u>Due Date</u>
Orientation	February 1
Intern Profile	February 1
Monthly Progress Report #1 (MPR 1)	February 11
Deadline to Schedule Midterm Checkpt.	February 15
Midterm Checkpoint	March 1-22
Monthly Progress Report #2 (MPR 2)	March 25
Deadline to Submit Final Presentation Request Form	April 18
Monthly Progress Report #3 (MPR 3) <u>OR</u> PowerPoint Slideshow	April 29
Supervisor and Internship Evaluations	May 6
Final Presentations	May 6 – 6 PM

*** Midterm Checkpoint – Your Choice:**

- Attend a group internship meeting during the midterm time period (Date/Time TBD); share some of your experiences and thoughts about your internship experience and hear about other students' experiences!
- On-site visit at internship location with you, me, and your supervisor
- One-on-one visit in my office (you and me)
- One-on-one conference call (you and me)
- 3-way conference call (you schedule – you, me, your supervisor)
- Send your supervisor and me a brief email (4 paragraphs) with the subject line "Midterm Checkpoint"—let us know:
 - what your favorite aspect of the internship has been thus far
 - what strengths you feel you have exhibited in your internship
 - what challenges/weaknesses you feel you have
 - how you're working to overcome those challenges/weaknesses

Note:

If you choose #2, 3, 4, or 5, the deadline to schedule is February 15!