

Department of Marketing and International Business
Hagan School of Business
Iona College

MKT465IS MARKETING INTERNSHIP

Course Syllabus

Course Description:

Students carry out a work project in a private or public sector organization under the direct supervision of a designated faculty member and executive. Students meet with faculty member and other interns to discuss findings and common problems.

Prerequisite: Senior standing and permission of department chair (by application). (3 credits)

MKT465 may be used as a marketing elective or business elective.

Course Objectives:

Upon completion of this course, the student will have:

1. Become familiar with the type of work and the working environment related to the field of marketing;
2. Acquired work experience in an area of marketing;
3. Applied knowledge and skills from marketing courses to actual marketing problems and situations.

Course Content:

The exact nature of the internship depends upon the interests of the student and the specific needs of the cooperating institution. It is assumed that the intern will be involved in some area of marketing and thereby gain valuable experience in his/her selected field of study.

Course Requirements:

Responsibility of the Student:

The student is required to spend about 150 working hours over a semester or summer term working on a project or projects of the company's choice. The student must: (1) meet regularly with his/her advisor and periodically with fellow interns to discuss his/her internship experiences; (2) maintain a journal indicating dates and hours worked, and a brief description of the work performed; (3) submit a final paper summarizing and evaluating the internship experience; (4) complete a resume and interviewing consultation at Career Services.

Any **problems encountered** during the internship should be discussed **immediately** with the faculty advisor so that appropriate action can be taken.

Responsibility of the Organization:

The firm agrees to expose the student to the type of work which he/she would encounter in an entry level professional position. It agrees to provide appropriate personnel to oversee the project(s) assigned to the student, and the resources needed to accomplish the work. While the student is not an employee of the firm, the company will treat the student as it would any employee, and expect the same degree of responsibility from the student.

The supervisor will be asked to provide a written evaluation of the student's performance to the faculty advisor at the end of the program, to provide the student with a periodic evaluation of his/her performance, and to consult with the faculty advisor when and if necessary.

Although an internship is a learning experience, it is expected that the student will normally earn some compensation for work performed that may contribute to income generating activities, either in the form of a wage, stipend, or reimbursement of expenses.

Responsibility of the Faculty Advisor:

The faculty advisor will serve as a liaison between the college and the organization, overseeing the progress of the intern and making suggestions to both the student and the firm on ways to enhance the benefits of the internship. The faculty advisor will meet and communicate regularly with the intern to discuss his/her experiences and to help resolve any problems the company and the student might have; will review all the reports submitted by the company and the student; and will determine the student's internship grade.

Grading:

50% of the student's grade will be based on the supervisor's evaluation of his or her performance. A form will be provided for this purpose.

50% will be based on:

- (a) regular communication with faculty advisor, and attendance at and participation in required internship meetings;
- (b) documentation of the internship experience in an Internship Portfolio which includes:
 - A final paper summarizing the internship, relating it to coursework, and reflecting on the experience (guidelines will be provided).
 - Journal (listing dates, hours, brief description of work performed).
 - Other materials that will help illustrate the internship (especially those the student helped to create).
 - A final, updated resume that incorporates the internship position.
 - A "Company Evaluation Form" rating the internship position.
 - Proof of consultation with Career Services.

Marketing Internship Coordinator/Faculty Advisor for Summer 2017, Fall 2017, Spring 2018:
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