



**University of  
Central  
Florida**  
**College of Business Administration**  
**Department of Marketing**  
**Marketing Internship Program**  
(MAR 4941 & MAR 6946-MBA)  
**(Please keep a copy of this form for your records)**

This document explains requirements established for interns enrolled in the UCF Department of Marketing Internship Program.

**After being approved and after accepting an internship position**, the student will then be emailed a key code to register for MAR 4941 (graduate students enroll in MAR 6946) and must pay tuition for the course as they would for any other course. Upon completing the internship students earn a letter grade as in other courses.

**NOTE: MAR 4941, Marketing Internship, is one of the “restricted marketing electives” choices for marketing majors.** Majors must select a minimum of three restricted marketing electives as part of their marketing program. The internship does not count toward the marketing requirements for Minors. Majors and Minors must have an overall GPA of 2.75 and a marketing GPA of 2.75.

**Objectives:**

The following objectives guide the Internship Program:

1. Provide meaningful work experience, which supplements and modifies ideas gained from academic courses.
2. Enhance the student's subsequent academic work.
3. Offer the student an opportunity to assess his/her abilities and interests in Marketing, thus assisting the student intern in choosing a specific career.
4. Provide an inside exposure to the structure, operations, and decision processes within an organization without a commitment to a permanent employer.
5. Place the student in a favorable position for permanent employment.

**Individuals Involved in the Internship Program:**

1. The Internship Coordinator: Taryn Rudolph
2. The Student Intern
3. The Sponsoring Organization

**The responsibilities of each person are outlined below:**

**1. The Internship Coordinator**

The Internship Coordinator is responsible for overseeing the student in his or her internship and evaluating the educational experience involved in the Internship. The Internship Coordinator is also responsible for periodic consultations with the Student Intern and administrative contact with the Internship Organization's representative. The Internship Coordinator serves as a liaison in establishing internships. Students with an interest in obtaining an internship position voluntarily meet with the Internship Coordinator, discuss the program and provide a résumé, internship application, registration form, internship agreement, and degree audit. The Internship Coordinator faxes/emails student résumés to registered firms. A review of résumés is followed by personal interviews. If the interview is mutually satisfactory the student is hired by the internship organization.

## **2. The Student Intern**

The student intern is responsible for being professional at all times. He or she is expected to attend all scheduled interviews and notify the Internship Coordinator when they secure placement with a company. Information is due within 24 hours of job acceptance. The student is also responsible for turning in all Bi-Weekly Reports and an End of Semester Portfolio. Failing to do so will result in an F for the class. Throughout the internship the student should report any problems concerning their sponsoring organization to the Internship Coordinator immediately. Withdrawals from the program are not permitted without permission and authorization from the Internship Coordinator. At the end of the semester the student is responsible for completing an End of Semester Evaluation.

## **3. The Sponsoring Organization**

To become part of the Marketing Internship Program, the Sponsoring Organization must complete the Intent to Sponsor document. This document is reviewed by the Internship Coordinator and the organization is notified of their acceptance or denial. The Sponsoring Organization is responsible for providing the student intern with at least 300 hours of work, eighty percent of which must be marketing related. The role of the Sponsoring Organization is to serve as a medium for practically applying the knowledge gained through the student's marketing classes, and to assign an Intern Supervisor who will serve as a mentor to the student intern. The Sponsoring Organization is required to validate all Bi-Weekly Reports and keep a log of all work hours completed by the student intern. At the end of the semester, the Sponsoring Organization will complete an Internship Performance Appraisal. This form is used to evaluate the student intern and counts towards twenty five percent of the student's final grade.



# University of Central Florida

## UNDERGRADUATE INTERNSHIP REGISTRATION FORM COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING

**Enrollment in an Internship Course requires the completion of this form.**

Department Offering Internship: MARKETING

Course Key \_\_\_\_\_ (if known) MAR 4941

Internship Faculty Advisor/Professor: Stefanie Mayfield-Garcia

Semester Fall 2015

### **Student Information**

Name \_\_\_\_\_ PID Number \_\_\_\_\_

Current Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **Internship Information**

Sponsoring Organization \_\_\_\_\_

Rate of pay or compensation for internship: \_\_\_\_\_

Brief description of proposed internship (duties and responsibilities):

Before a student can be registered in the internship course, the following forms must be completed:

- a.) written Learning Agreement signed by student, sponsoring company/organization, and Internship Coordinator
- b.) signed Intention to Participate form by sponsoring company/organization
- c.) signed Internship Agreement between intern and Internship Coordinator

Minimum Requirements of Internship:

- a.) written final reports submitted to the Internship Coordinator
- b.) written evaluation of intern by supervisor at sponsoring organization
- c.) written evaluation of sponsoring organization by intern
- d.) written evaluation of intern by Internship Coordinator

**Required Approval signatures:**

**Student Intern** \_\_\_\_\_ **Date** \_\_\_\_\_

Internship Coordinator \_\_\_\_\_ Date \_\_\_\_\_

Department Chair \_\_\_\_\_ Date \_\_\_\_\_



# University of Central Florida

## Marketing Internship Application for MAR4941 (for credit only)

\*\* A current resume, unofficial degree audit, a signed internship agreement, and a signed registration form are also required. \*\*

### Personal Data

Semester: Fall 2015

Name \_\_\_\_\_ Date \_\_\_\_\_

Current Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### University Data

PID Number \_\_\_\_\_ Major Marketing (MAR 4941 is for Marketing Majors/Minors only)

Overall GPA \_\_\_\_\_ Marketing Courses GPA \_\_\_\_\_

Current Classification  Junior  Senior Expected Graduation Date \_\_\_\_\_

Number of credit hours you anticipate, excluding the internship, for the semester of your internship \_\_\_\_\_

Marketing Courses Taken (Include current semester)	Semester	Instructor	Grade
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____

What is the main reason you are applying for an academic internship?

What type of industry would you like to work in for your marketing internship and why? (Sports, Service, Sales, Etc.)

How did you hear about us?

Do you have any physical or mental disabilities that may cause harm to yourself, the worksite, or others?  Y  N

If YES, may we have your permission to disclose this to potential employers?  Yes  No

I understand that if I accept an internship through the Marketing Internship Program, it must be a "for credit internship."

Signature \_\_\_\_\_ Date \_\_\_\_\_

# University of Central Florida

## Internship Agreement:

\*\* Enrollment in a UCF Internship Course requires completion and submission of this form \*\*

I, \_\_\_\_\_, agree that I will be an intern with the College of Business Administration's Internship Program, conditional upon abiding by the rules and policies established by the College of Business Administration and its respective departments.

I agree to act in a professional manner and abide by the internship policies in the College of Business Administration. Furthermore, I understand that a violation of any policy may lead to termination of my internship by the Faculty Internship Coordinator. Should the internship be terminated, I understand that the grade for the terminated internship will be W, F, WF, or I.

If I am in my graduating semester, I understand that if I am fired, quit, or discharged from my internship for any reason, I will not receive credit for MAR 4941/6946 and may not graduate this semester.

I understand that as an intern I am not an employee of the College of Business Administration or the University of Central Florida and subsequently not entitled to employee benefits.

I understand that if I used the Marketing Internship program to secure a position with an approved sponsor, I am obligated to receive credit for the internship.

I understand that if I agree to an interview that I must attend. If I find that I am unable to or do not want to attend the interview, I must give 24 hours notice to the employer, or I will be withdrawn from the internship program.

I understand that I am expected to turn in all necessary assignments on time and realize that I will be penalized for lateness as described in the syllabus.

I understand that I must follow all policies of my internship-sponsor company and all UCF guidelines while enrolled in the internship program (I will not be late, I must work all scheduled hours, etc.).

I understand that I must act professionally at all times while enrolled in the internship program (being late to the internship or not showing up for the internship is not acceptable and represents grounds for a failing grade).

I understand that the internship will officially August 24, 2015 and will end December 07, 2015 and that I may start as early as July 24, 2015. **You will only be allowed to complete a total of 40 hours before the start of the semester.** The time shall be monitored at the discretion of the organization's supervisor and the Faculty Internship Coordinator.

I understand that if I do not fulfill the 300-hour requirement, I may receive a failing grade for this internship. Additionally, if I do receive a failing grade, I am ineligible to re-take the Marketing Internships course in any subsequent semester.

I understand that I am required to notify my Faculty Internship Coordinator immediately should any of the following occur:

- I have a change in my contact information
- I begin to experience problems with my internship
- I begin to regularly fall short of the required number of hours worked per week

I agree to read the syllabus and to thoroughly understand all requirements for completing this internship (including deadlines and how I will be graded).

Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_