



## Marketing Internship

Course Syllabus  
MAR 4941 / MAR 6946  
Spring 2015

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Internship Faculty Advisor:	Stefanie Mayfield-Garcia
Internship Coordinator:	<b>Taryn Rudolph (main contact)</b>
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Website:	<a href="http://www.bus.ucf.edu/marketing/internships">http://www.bus.ucf.edu/marketing/internships</a>

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### **Course Description**

This course provides an opportunity for students to gain valuable industry experience and apply their knowledge of business practices. The course consists of an academic component, which includes a series of Bi-weekly reports designed to state your professional marketing experience and how that experiences relates to your present UCF Marketing curriculum. Also, students complete an End of Semester Report (Portfolio). Instruction will be given for the creation of this report, which will be used to guide and evaluate success. In addition to the academic component, there is an experiential component. Students will obtain a minimum of 300 hours on-site training work experience. Students will be representing UCF in the community, therefore while in the field, all UCF rules and policies will apply in addition to the specific intern policy guidelines.

**\*There is one mandatory online orientation at the beginning of the semester through WebCourses to complete the necessary paperwork and to receive further information regarding the Bi-Weekly Reports and the Portfolio (End of Semester Report).**

### **Academic Dishonesty**

The University is committed to maintaining a fair academic environment for all students. As part of that effort, a policy of academic honesty is strictly enforced. Any conduct compromising this policy will result in academic and/or disciplinary action. Any student who violates or assists in violating these standards will be pursued through the Office of the Dean of Business Administration and the Dean of Students. (Source: The Golden Rule Student Handbook)

### **Learning Objectives:**

1. Provide a meaningful work experience, which supplements and modifies ideas gained from academic sources.
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 the organization without a commitment to permanent employment.
5. Place the student in a favorable position for permanent employment.

### **Prerequisites for MAR 4941:**

- Junior or Senior in standing
- Marketing Major or Minor (Internship does not count toward the marketing requirements for Minors).
- Minimum Overall GPA of 2.75
- Minimum Marketing GPA 2.75
- Satisfactory completion of MAR 3023
- Approved Application and Resume

**Grading Scale:**

- Orientation Quiz: **8 points**
  - + 6 Bi-weekly reports @ 7 pts each: **42 points = ( 25%)**
- Supervisor's Performance Appraisal: **50 points = ( 25%)**
- Portfolio (End of Semester Report): **100 points = ( 50%)**  
**Total: 200 points = (100%)**

**Final grades will be assigned based on the following scale:**

A	184-200	points
<u>A -</u>	<u>180-183.99</u>	<u>points</u>
B +	177-179.99	points
B	163-176.99	points
<u>B -</u>	<u>160-162.99</u>	<u>points</u>
C +	156-159.99	points
C	141-155.99	points
<u>C -</u>	<u>137-140.99</u>	<u>points</u>
D	120-136.99	points

**NO FINAL GRADE WILL BE ROUNDED**

**Please Note:**

- Failure to complete 300 hours will result in a grade of "F."
- Failure to comply with the Internship and UCF's Policies will result in a grade of "F."
- As of Fall 2014, all faculty members are required to document students' academic activity at the beginning of each course. In order to document that you began this course, you are required to complete the Orientation quiz through WebCourses by Fri., May 22, 2015. Failure to do so will result in a delay in the disbursement of your financial aid.
- All application paperwork must be submitted to the Internship Coordinator by Mon., May 18, 2015.
- The last day to register for MAR 4941 / MAR 6946 is Fri., May 22, 2015.
- *Any portfolio received after 5:00 p.m. Friday, July 24, 2015 will result in an automatic 20% deduction on the final portfolio grade, with an additional 20% deducted for each subsequent day that the portfolio is late.*

**Schedule of Due Dates:**

- Mandatory Internship Orientation                   MAY 22 - \*WebCourses
- Intern-Supervisor Learning Agreement           MAY 29
- Supervisor's current email & phone #           MAY 29 - include on each bi-weekly report
- Bi-Weekly #1 (05/18-05/27)                       MAY 29
- Bi-Weekly #2 (05/28-06/10)                      JUNE 12
- Bi-Weekly #3 (06/11-06/24)                      JUNE 26
- Bi-Weekly #4 (06/23-07/08)                      JULY 10
- **Intern's Performance Appraisal**               **JULY 17** - \*Completed by Supervisor
- Bi-Weekly #5 (07/07-07/22)                      JULY 24
- **Portfolio (End of Semester Report)**       **JULY 24** - \*Due by 5:00 p.m. in BA2 Room 307J
- Bi-Weekly #6 (07/23-08/07)                      AUG 07
- **Last day to complete 300 hours**              **AUG 07**

Please note: Bi-Weekly #1 may include up to 40 hours from internship work done from April 18 to May 18, 2015

**Intern Policy:**

- 24-hour notice to company and professor is required to cancel an interview, appointment, and/or class.
- If you use our services to obtain an internship, you **MUST** receive credit for it.
- Appropriate work attire is to be discussed with sponsor.
- All contracts, plans and forms are due on the date indicated on the syllabus.
- Mandatory notification of acceptance of hire by "sundown" on the same day.
- A log of all work hours should be available.
- Sponsor Agreement must be signed **BEFORE** you start work.
- Must notify Internship Coordinator immediately if any problem occurs within the internship.
- Notify the Internship Coordinator if your contact information has changed.

- Students applying for internships must be registered before the first day of classes each semester.
- Withdrawals are NOT permitted without permission and authorization from the Internship Coordinator.

## Assessments

### **ORIENTATION QUIZ**

Students are required to complete the Orientation quiz through WebCourses by May 22nd. Failure to do so will result in a delay in the disbursement of your financial aid. This quiz will document that you have started this course and assess your understanding of the rules and requirements of the program. You will have unlimited opportunities to take the quiz, however you must answer each question correctly in order to gain access to forms and assignments for the course. Completion of this quiz serves as a contract between the student and the program demonstrating the student's understanding of course expectations.

### **BI-WEEKLY REPORTS**

Bi-Weekly reports are graded on professionalism and timeliness. The due dates are listed in this syllabus and must be submitted by 5:00 pm. *2 points will be deducted from each Bi-Weekly received past the due date/time.* If for some reason your supervisor cannot sign it because they are not in, it still **MUST** be faxed, emailed or submitted via Webcourses with a note stating that they were not able to sign it and you must submit it ASAP thereafter with the appropriate signature.

### **SUPERVISOR'S PERFORMANCE APPRAISAL**

Beginning May 29th, each student must provide a current email address and phone number of their direct supervisor and include on each Bi-Weekly report to the Marketing Internship Coordinator. Intern supervisors will be sent a performance appraisal form toward the end of the semester by our program office so that your supervisor may assess your skills and professionalism demonstrated during your internship with their company/organization. (The supervisor's performance appraisal is 25% of your grade.)

### **PORTFOLIO (End of Semester Report): EDUCATIONAL REWARD:**

- **Contents must be presented in a three ring binder**
  - The binder should be clearly labeled on front, back, and side (spine) with your name and the semester of your internship. (Be creative, you can add this to your professional portfolio.)
- **Include a Table of Contents presenting the following items:**
  - **Section 1 – Learning Agreement, Bi-Weekly Reports #1-4, End of Semester Evaluation**
  - **Section 2 – Essays**
    - Type the answers to the essay questions listed below (1 to 1.5 pages for each essay – 12 pt font, Times New Roman, double spaced, 1" margins).
  - **Section 3 – 10 Samples of Work and their respective explanations**
    - Include and attach creative output to this report (samples of work that you have done in the internship – must be well labeled and explained, at least one paragraph; must include at least 10 different samples of work).
    - If you do not have tangibles, be creative (take pictures of events, etc.).
- **Include "What Grade Do You Think You Earned in this Internship?" \_\_\_\_\_**
- Remember, essay questions **MUST** be 1 - 1.5 pages in length with 1" side margins, double spaced and written in Times New Roman 12 pt font.

- Portfolios replace all tests, assignments, projects and presentations typically required in other marketing elective courses. Therefore, full effort is expected to be put into the final portfolios. 50% of the final grade comes from this project.
- Any portfolio not submitted by 5:00 p.m. on Friday, July 24, 2015 will have 20% deducted with an additional 20% deducted for each subsequent day the portfolio is not turned in by 5:00 p.m.

**ESSAY QUESTIONS:**

- 1 What type of work did you do?
- 2 Were you exposed to situations where learning occurred? Explain.
- 3 What did you do that you consider creative? (Writing, planning, designing, producing, etc.)
- 4 What is your overall assessment of your specific internship opportunity, and do you think it was a worthwhile learning experience? Why or why not?
- 5 Would you recommend this internship opportunity to a close friend who was a marketing major at UCF? Why or why not?
- 6 Explain the organizational structure of the organization and explain how the Marketing Department fits into that structure.
- 7 If you could change one thing about this organization with respect to marketing, what would it be? Explain.
- 8 Describe one difficult situation you encountered at your internship and explain how you overcame this situation.

**What grade do you think you earned for this internship?** \_\_\_\_\_  
 (worth one point)

# MARKETING INTERNSHIP

STUDENT: \_\_\_\_\_

## PORTFOLIO (END OF SEMESTER PORTFOLIO)

___ / 3	Binder (1), Labeled on all three sides (1), Table of Contents (1)
___ / 4	Learning Agreement (1), Bi-Weekly Reports (1), End of Semester Evaluation (2)
___ / 1	Grade Earned _____
___ / 5	Essay 1: Work Done
___ / 8	Essay 2: Learning Situations
___ / 5	Essay 3: Creative
___ / 8	Essay 4: Assessment
___ / 4	Essay 4: Worthwhile?
___ / 5	Essay 5: Recommendations
___ / 2	Essay 6: Organizational Structure
___ / 8	Essay 7: Changes
___ / 8	Essay 8: Difficult Situation
___ / 4	Page Length (0.5 / essay)
___ / 30	Ten Work Samples: Present (1/sample), Different (1/sample), Explanation (1/sample)
___ / 5	Overall Grammar
<hr style="border: 0.5px solid black;"/>	
___ / 100	Total Points

___ / 100	Portfolio	<b>Comments:</b>
___ / 50	Supervisor Evaluation	
___ / 50	Bi-Weekly Score	
<hr style="border: 0.5px solid black;"/>		
___ / 200	Final Grade	

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| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |