



UNIVERSITY OF CENTRAL FLORIDA  
COLLEGE OF BUSINESS ADMINISTRATION

## Department of Marketing Marketing Internship Program (Employer Requirements)

### Requirements of the Internship Organization:

- Provide the Marketing Internship Student with a minimum of 300 hours of employment over the course of a semester
- Provide professional marketing semester (Clerical work will be no more than 20% - including but not limited to menial tasks such as answering phones, cleaning, filing, etc.)
- Pay student at least the current rate for minimum wage or an equivalent stipend (Exceptions may be made after consultation)
- Contact the Marketing Internship Coordinator immediately if there are problems/concerns with student intern
- Sign off on student's bi-weekly hour reports, sign in approval with the "Intern-Supervisor Learning Agreement" and complete a brief end of the semester student "Performance Appraisal" (all attached for organization's review, official forms delivered upon employer approval)
- Provide student with exposure to the structure, operations, and decision processes within the organization
- Offer the student an opportunity to assess his/her abilities and interests in Marketing
- Approved sponsors must provide an internship opportunity that complements the core curriculum and enhances the student intern's learning experience

The following is a list of the core UCF Marketing courses available:

- **MAR 3615 Marketing Analysis**
- **MAR 3391 Professional Selling**
- **MAR 3503 Consumer Behavior**
- **MAR 3721 Digital Media Marketing**
- **MAR 3613 Marketing Research**
- **MAR 4804 Marketing Strategy**
- **MAR 4832 Product Management**

The Internship Organization is responsible for providing the Student Intern with challenging experiences, which will allow the intern to use his or her academic marketing knowledges to gain valuable practical experience in the world of marketing professionals. It is recognized that many jobs will require interns to complete some menial tasks and it is also recognized that these jobs offer little educational reward and so the assignment of such activities to interns should be kept to a minimum. In addition it is recognized that with the increased move toward technology the number of people working from home has drastically increased. We do ask that for the safety and comfort of our students, interviews and work are not conducted in your place of residence. **The internship is a learning experience for the students and we also ask that the Internship Organization be established and that the students perform their work at the Internship Organization.**

## Application: Intention to Sponsor Marketing Intern

Please email [marketinginternships@bus.ucf.edu](mailto:marketinginternships@bus.ucf.edu) or fax 407-823-3891 to the Marketing Internship Office.

**Time Frame of Agreement:** May 15<sup>th</sup>-August 4<sup>th</sup>, 2017 **(Summer 2017)**

Interns may begin working as early as April 15th, 2017 and may continue working until the semester's end date, August 4<sup>th</sup>, 2017. The last day to officially hire a student intern is May 15th, 2017 (first day of school).

Name of Company or Organization \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

**\*All internships must take place in office and not from home**

Industry \_\_\_\_\_ Website \_\_\_\_\_

Intern Supervisor \_\_\_\_\_ Email \_\_\_\_\_

Main Contact \_\_\_\_\_ Email \_\_\_\_\_

Briefly explain day-to-day operations:

Describe the student intern's proposed tasks and responsibilities:

What courses from the UCF marketing curriculum are most relevant to this internship?

What category best fits this position?

- |  |                                     |                                      |
|--|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Advertising   | <input type="checkbox"/> Events     | <input type="checkbox"/> Retailing   |
| <input type="checkbox"/> E-Marketing   | <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Sports      |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Research   | <input type="checkbox"/> Sales       |
|  |                                     | <input type="checkbox"/> Other _____ |

**Period of Internship:** Start date: \_\_\_\_\_ End date: \_\_\_\_\_

Hourly Wage/Stipend: \$ \_\_\_\_\_ Expected hours for time period (minimum 300) \_\_\_\_\_

**On behalf of my organization, I have read and agree to the employer requirements as stated in this document.**

Intern Supervisor Signature \_\_\_\_\_ Date \_\_\_\_\_

SMG



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**Time Frame of Agreement:** August 21<sup>st</sup>-December 2<sup>nd</sup>, 2017 **(Fall 2017)**

Interns may begin working as early as July 21<sup>st</sup>, 2017 and may continue working until the semester's end date, December 2<sup>nd</sup>, 2017. The last day to officially hire a student intern is August 21<sup>st</sup>, 2017 (first day of school).

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Address \_\_\_\_\_ Phone \_\_\_\_\_

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