



College of Business Administration  
**Department of Marketing**

**INTERNSHIP IN MARKETING**  
(Employer Requirements)

**Requirements of the Internship Organization:**

- Provide the Marketing Internship Student a **minimum of 300 hours** of employment over the course of the semester
- **Provide professional marketing experience** over the course of the semester (Clerical work will be no more than 20% - menial tasks such as answering phones, cleaning, filing, and stuffing envelopes)
- Offer the student an opportunity to assess his/her abilities and interests in Marketing
- Contact the Marketing Internship Coordinator immediately if there are any problems/concerns with the Intern
- Provide exposure to the structure, operations, and decision processes within an organization
- Pay the student at least the current rate for minimum wage or equivalent stipend (Exceptions may be made after consultation)
- If I do not continue to be the Intern's supervisor, I will contact the Internship Coordinator
- Provide the university with a performance appraisal on the student at the end of the semester
- Provide the student with input on their performance
- 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 marketing courses** available at UCF:

- ♣ **MAR 3391 Professional Selling** - Students sharpen writing and speaking skills within the context of professional selling. Classes are small. Course features role-playing and videotaping of sales presentations.
- ♣ **MAR 3503 Consumer Behavior** - Students learn the importance of building long-term relationships with customers. Why and how customers buy are important topic areas. Organizational buying, segmentation, and positioning are key building blocks.
- ♣ **MAR 3613 Marketing Analysis & Research** - Students learn how to conduct marketing research projects.
- ♣ **MAR 4803 Marketing Management** - Students develop skills in planning, organizing, implementing, monitoring and controlling marketing programs to effectively compete in dynamic and diverse business environments. Application of financial analysis to Marketing decision-making is also an important topic.
- ♣ **MAR 4804 Marketing Strategy** - Students learn to think strategically about marketing problems and issues. This capstone course provides marketing majors with an exceptional final learning experience. The case method is used with emphasis on written and oral presentations, as well as class discussion.

The following is a list of the **marketing electives** available at UCF:

- ♣ **MAR 3323 Integrated Marketing Communication**
- ♣ **MAR 3403 Sales Force Management**
- ♣ **MAR 3641 Marketing Intelligence**
- ♣ **MAR 3721 Digital Media Marketing**
- ♣ **MAR 3765 Entrepreneurial Marketing**
- ♣ **MAR 4156 International Marketing**
- ♣ **MAR 4231 Retailing Management**
- ♣ **MAR 4711 Sport Marketing**
- ♣ **MAR 4712 Healthcare Marketing**
- ♣ **MAR 4715 Entertainment Marketing**
- ♣ **MAR 4841 Services Marketing**
- ♣ **MAR 4934 Contemporary Marketing Topics in Florida**

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 knowledge and 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, (stuffing envelopes, filing, answering phones, clipping newspapers, etc.). 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 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.**

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**For the Summer 2016 semester, students are eligible to begin accumulating their 300 hours as early as one month prior to the beginning of the semester (limited to 40 hours).**

This date is April 16, 2016.

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# Application: Intention to Sponsor Marketing Intern

**Time Frame of Agreement:** May 16, 2016- August 5, 2016 (Summer 2016)

**Priority Deadline for submitting form:** March 4, 2016

Interns may begin working as early as April 16, 2016 and may continue working until the semester's end date, August 5, 2016. The last day to officially hire a student intern is May 16, 2016 (first day of school).

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

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

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?

Advertising

Events

Retailing

E-Marketing

Non-Profit

Sports

Entertainment

Research

Other: \_

**Period of Internship:** Begin on \_\_\_\_\_ End on \_\_\_\_\_

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 \_\_\_\_\_

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