

Internships - MKT 481

Professor: Dr. James Munch
Winter 2010



Office hours:

Tues. & Thu.: 2:00-3:00 P.M.
and by appointment

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Course Objectives:

- Acquire professional marketing experience
- Apply critical thinking skills
- Refine communication and interpersonal skills
- Demonstrate appropriate ethical behavior in business situations
- Use technology in business situations

Report Requirements:

Bi-weekly reports:

Interns will submit to the faculty mentor **a bi-weekly report** (2 to 3 pages, double-spaced, in an essay format) in the form of a journal describing the work assignments performed.

Final Report:

At the end of the internship, **a final report** should contain the following headings/subheadings:

1. Company's information: products and services, number of employees, organizational structure, annual sales etc. (limit to one page)
2. Describe the responsibilities of the position including resources used to perform major tasks.
3. Provide a summary of the challenges encountered and the critical thinking skills used on the job.
4. Summarize what was learned relative to the field of marketing.
5. Describe the organization's environment and culture and provide examples of ethical behaviors demonstrated in this business situation.
6. Describe any improvement in skills in the following areas- interpersonal skills, networking skills, and business writing skills.
7. Summarize the personal benefits obtained from participating in the internship.
8. Indicate how you feel the internship experience will help you in your professional career.
9. Include bi-weekly reports
10. Provide an **evidence** of all the work done during the internship (surveys, projects, proposals written, reports compiled etc.). You **must not** include brochures or promotional pieces from your company, where you didn't make any contribution. **Including any material unrelated to your internship can hurt your grade.** Also, for each of the marketing material you have developed (e.g., letter, handout, ad, survey, proposals etc.), you must staple a note saying what contribution you made for each of those items. Put a serial number for the attachments (Appendix-1 etc.) and cite them by the number (Appendix – 1) in your report as appropriate.
11. Include the completed "WSU Marketing Department Student Internship Evaluation" form. (place it at the beginning of the report) in a 3-ring binder.
12. Organize the material properly in a ring binder. Please do not place individual sheets in plastic inserts.

Note:

1. Submit your report in a **3-ring binder**.
2. Your final report must contain a **separate heading for each one of the questions above**.
3. There is no upper limit on the length of the final report, but try to keep it under 50 pages.
4. You must pickup your graded final report from the marketing department's office within one month after the final exam week. They will be discarded if they are not picked up by the above date.

Grading:

Your final grade depends upon the following:

1. Quality of your bi-weekly reports
2. Quality and Quantity of your final report. The report must be submitted in a binder with contents properly organized. I expect you to use headings and subheadings.
3. Promptness in submitting the bi-weekly reports and final report
4. How well the report is organized?
5. Employer's feedback (I will email you a form that needs to be completed by your employer.)
6. Student feedback form: At the end of the quarter, you will complete a form, which will include your feedback about the internship employer. Your responses will not influence the grade.

Note: Since the internship is not a structured course and the amount of work can vary a lot between the four reporting periods, it's impossible to assign any meaningful grade for each report. So, don't expect to receive grade for each report. But, they will be considered for the final grade.

Instructions:

1. To avoid penalty, you must email your reports on time by the deadline.
2. Email all your bi-weekly reports on time by deadlines specified in the table below.
3. Your email subject **must confirm** to the following format when you send your bi-weekly reports or when you send any other email for:
Examples:

Sub: Internships: John Doe – Biweekly report #1 (put the appropriate Report number here)

Sub: Internships: John Doe – A question regarding the final report

4. Failure to follow the above instructions will cost you some points.
5. All correspondence by email will be sent to your Wright State email only.

Schedule for submitting the bi-weekly and final reports:

S.No.	Type of report	Deadline	Mode of submission & comments
1	Bi-weekly report # 1	Jan. 25, Monday, 10:00 P.M.	By e-mail (Note: If you started your internship late, your first biweekly report will be due within one week after the start date.)
2	Bi-weekly report #2	Feb. 8, Monday, 10:00 P.M.	By e-mail
3	Bi-weekly report #3	Feb.22, Monday, 10:00 P.M.	By e-mail
4	Bi-weekly report #4	March 8, Monday, 10:00 P.M.	By e-mail
5	Final Report	March 19, Friday 4:30 P.M.	hardcopy in a 3-ring binder (if I'm not available in my office, please drop it off in the Marketing Department- 266 Rike Hall)
6	Employer Feedback Form	March 19, Friday 4:30 P.M	This form must be faxed by your employer.