

INTERNSHIP PROGRAM
Department of Marketing
MKT 780

**Internship Application Form must be completed
before beginning internship.**

Internship Requirements:

- Admittance to the Raj Soin College of Business
- Course Completion -- MBA 760
- Completed *Internship Application Form* which includes:
 - student information
 - description of job responsibilities
 - identification of supervisor, job title, contact information, and signature of supervisor
 - number of weekly hours expected to work, and quarter of internship
 - number of credit hours requested
 - approval and signature of Faculty Internship Advisor and Department Chair
- Course requirements:
 - Meet with Faculty Internship Advisor
 - Submission of bi-weekly activity reports
 - Completion of a written report, which is due at the end of the quarter.
 - Completed feedback forms from the student and intern's supervisor

You are allowed a maximum of one Marketing Internship. Internship Credit can be given as a marketing elective (up to 4 hours). Internship course number is MKT 780.

Note: Start the internship process early, 2-3 months before the next quarter starts.

Wright State University
Marketing 780 - Internship in Marketing

The Department of Marketing at Wright State University offers credit for an internship program as part of its graduate curriculum. The purpose of the internship is to provide marketing majors with professional, on-the-job training and experience not obtainable in the classroom.

Course Objectives:

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

Credit:

Marketing 780, *Internship in Marketing*, is an elective course carrying 1 to 4 quarter hours of college credit. Internship credit can be applied towards a marketing elective. The final grade will be issued by the faculty internship advisor and will be based upon the quality of the reports (bi-weekly activity reports and the final report) submitted by the student and feedback from the employer.

Prerequisites:

Graduate students are eligible for a marketing internship upon completion of MBA 760, *Marketing Strategy*.

Obtaining the Position:

1. Students are permitted to use the Career Services' co-operative education program to obtain their internship position. The internship normally lasts for one academic quarter, but can be less (receiving less credit).
2. Obtain an internship position on your own, but you must get an approval from Dr. Pola Gupta, the faculty advisor for the marketing internships.

Student Application Process:

- Obtain a marketing internship application from the Department of Marketing.
- Have the completed form signed by a representative of the internship employer.
- Return the original form to the Department of Marketing for approval by the faculty internship advisor and the Chair of the Department of Marketing.

The department secretary will then fill out the necessary paperwork to register the internship.

The student must be registered BEFORE beginning the internship.

Report Requirements:

Interns will submit to the faculty mentor **a bi-weekly report** in the form of a journal describing the work assignments performed. At the end of the internship, **a final report** should:

- Describe the responsibilities of the position including resources used to perform major tasks.
- Provide a summary of the challenges encountered and the critical thinking skills used on the job.

- Summarize what was learned relative to the field of marketing.
- Describe the organization's environment and culture and provide examples of ethical behaviors demonstrated in this business situation.
- Describe any improvement in interpersonal skills.
- Summarize the personal benefits obtained from participating in the internship.
- Indicate how the internship experience will help in a professional career.
Use a scale from 1 to 5 (1 = no assistance and 5 = great assistance).

A tax-deductible donation by the company to the Marketing Department helps provide marketing opportunities for students.

**Department of Marketing
Application for Internship in Marketing (MKT 780)**

(Note: INTERNSHIP APPLICATION FORM MUST BE COMPLETED BEFORE BEGINNING INTERNSHIP)

Internship Quarter (**Check one**): FALL WINTER SPRING SUMMER YEAR _____

1. Student Name: _____

2. UID # : _____ WSU Email: _____@wright.edu

3. Address: _____

4. Telephone Number(s): Home: _____ Cell: _____

5. MBA Concentration: _____

(**Note:** Only MBA students with the marketing concentration are eligible to apply.)

6. Have you previously applied for an internship under MKT 780? Yes No

(**Note:** You are eligible to apply for only one internship).

7. Proposed Internship Employer: _____

(**Note:** You are not eligible to apply for the internship if you are already working with the proposed company as a **full time employee**.)

8. If you are working full time, who is your current employer? _____

9. Internship Supervisor's Name: _____ Job Title: _____

10. Internship Supervisor's Phone Number: _____ Supervisor's Email: _____

11. Internship Supervisor's Mailing Address: _____

12. Hours per week student is expected to work as an intern: _____

13. Description of responsibilities as an intern (please attach a detailed description of the job).

(Continued on the next page)

14. How did you obtain this internship? (circle one)

- a. Flyers posted on the marketing bulletin board or circulated in marketing classes
- b. On my own
- c. WSU Career Services web site
- d. Other: _____ (Please specify)

Intern: I have read and agree to abide by the terms of the Department of Marketing Internship Program.

Intern's Signature

Date

Intern Employer Responsibilities: The intern employer will provide meaningful work assignments relating to marketing, which will extend the student's educational experience beyond the classroom environment.

Intern Employer Supervisor: I certify that this student will have responsibilities relating to marketing functions and will fulfill the requirements of the Marketing Internship Program.

Intern Employer Supervisor's Signature

Date

Approvals:

Approved credit hours (1 to 4)

Completed MKT 760

Student's Overall GPA

Marketing GPA

Faculty Internship Advisor: The faculty advisor is responsible for monitoring the relationship between the intern, the Department of Marketing and the employer.

Faculty Advisor's Signature

Date

Chair, Department of Marketing

Date