MARKETING INTERNSHIP
MKT 2471

Class Hours: 0.0  Credit Hours: 3.0
Laboratory Hours: 9.0  Date Revised: Fall 00
Internship Hours: 135
on the job

NOTE: This course is not designed for transfer credit.

Catalog Course Description:
Supervised work experience. Individual conferences are arranged instead of class attendance.

Entry Level Standards:
Student must have reading, writing, and math skills at the college level.

Prerequisites:
Completion of 15 hours of MKT courses, with a minimum 2.5 GPA in MKT courses; second-year status; and consent of the department head

Textbook(s) and Other Reference Materials Basic to the Course:
No required text. Handouts will be provided.

I. Week/Unit/Topic Basis:
The internship work schedule shall be determined between the work supervisor and the student intern to afford a minimum of 135 hours on the job during the 15-week fall or spring semester. Since the student is interning for academic credit, no remuneration is required; however, supervising offices may, at their sole discretion, elect to provide stipends, paid parking, mileage reimbursement or other benefits of employment. The intern shall observe all standards of legal ethics and confidentiality and comply with all office policies.

II. Course Objectives*:
A. Demonstrate a working knowledge of basic marketing and other business concepts. II
B. Exhibit ability to effectively work in a professional environment. I, II

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:
Students will:
1. Practice and internalize the work ethic by regularly attending the internship, being punctual (including notification of supervisor when absence or tardiness is necessary), being
dependable and performing in a professional manner.  

**Personal Development Outcome, Transitional Strategy**

2. Keep an accurate and neat work diary of assigned tasks.  
**Communication Outcome, Personal Development Outcome, Numerical Literacy Outcome, Active Learning Strategy**

3. Communicate regularly and effectively with team/co-workers and supervisors to ensure timely and accurate completion of work and to establish good human relationships.  
**Communication Outcome, Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation Outcome**

4. Demonstrate positive attitude and professionalism.  
**Personal Development Outcome, Transitional Strategy**

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance***:

Upon successful completion of this course, the student should be able to:

1. Schedule an initial meeting with the Internship Coordinator and submit all requested application documents. A, B

2. Once placed in the internship, assure that Coordinator has all pertinent information regarding the employer. A, B

3. Maintain a work diary describing the nature of each assigned task, the date and the time devoted to completion.  A, B

4. Regularly read and respond to correspondence by email. B

5. Verify hours worked by submitting to the Internship Coordinator time sheets signed by supervisor or copies of pay stubs showing hours worked. A, B

6. Submit to the Internship Coordinator a final evaluation form describing and evaluating the internship experience.  A, B

7. Arrange with the Internship Coordinator a visit to the work site prior to completion of required hours.  A, B

*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation:**

A. Evaluation Procedures:

1. The intern is responsible for scheduling an initial interview with the Internship Coordinator and completing all initial application paperwork.  Progress conferences with the Internship Coordinator may be scheduled at any time during the semester on an “as needed” basis. However, regular communication by email or phone throughout the internship with the Coordinator is required.

2. The intern will submit pertinent employer information [such as company’s name, supervisor’s name, title, phone, fax] within the first week of employment; assure that all deadlines are being met throughout the internship.
3. The intern will maintain a work diary describing the nature of each assigned task, the dates and time devoted to the completion of the job are to be included in the diary.

4. Hours must be verified by the employer using either (1) time sheets signed by both the student and the supervisor, or (2) copies of official pay stubs which show a minimum of 135 hours worked. All required hours must be completed with one employer in order to receive a passing grade.

5. The intern will submit to the Internship Coordinator a final evaluation form describing and evaluating the internship experience. This form will be provided.

6. The student will work with the Internship Coordinator to arrange a site visit to the intern’s workplace sometime prior to the completion of the required hours.

7. The intern's work supervisor will submit a final evaluation form to the Internship Coordinator indicating the tasks assigned and rating the intern's performance. This form will be provided.

8. Tardiness, absenteeism, and/or general disciplinary problems will not be tolerated and can result in the failure of the internship course.

B. Grading Scale:

The course grade will be determined primarily on the basis of the supervisor’s evaluation; the initiative shown by the student to complete requirements on time: including application, resume, job verification, student’s evaluation, verified hours, and the site visit. The grade for the internship is Pass/No-Pass.

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.