PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS  

E-COMMERCE/MARKETING INTERNSHIP  
MKT 2471  

Class Hours: 0.0  
Credit Hours: 3.0  

Laboratory Hours: 9.0  
Internship Hours: 135 on the job  

Revised: Fall 2004  

NOTE: This course is not designed for transfer credit.  

Catalog Course Description:  
This course is a supervised work experience requiring a minimum of 135 hours in an e-commerce/marketing training capacity. 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 minimum 2.5 GPA in MKT courses; seeking an A.A.S. degree as an E-Commerce/Marketing major; and a completed internship application submitted to the Coordinator of BCT Internships prior to enrollment in the course and the beginning of the term. Application is available on the web: www.pstcc.cc.tn.us/departments/bctpi/documents.html.  

Textbook(s) and Other Course Materials:  
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 enrolled semester. If the job is paid, intern may work as many hours as school schedule permits. Since the student is interning for academic credit, no pay is required; however, supervising offices may, at their sole discretion, elect to provide stipends, paid parking, mileage reimbursement or paid 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, Problem Solving and Decision Making Outcome,

2. 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

3. Demonstrate positive attitude and professionalism. Communication Outcome, Personal Development Outcome

*Strategies and outcomes listed after instructional processes reference TBR’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. Once placed in an internship, assure that Coordinator has all pertinent information regarding the employer. A, B

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

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

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

5. 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. Interns are expected to check student and personal email accounts on a regular basis throughout the semester to maintain regular communication with the Coordinator.

2. The intern will notify the Internship Coordinator upon accepting an internship position. At this time, or within one week of the internship starting date, the intern will submit pertinent employer information [such as company’s name, supervisor’s name, title, phone, email, fax].

3. Regularly review the syllabus to assure all requirements are being met.

4. Hours worked 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 “Student Evaluation” form is located on the Internship webpage: http://www.pstcc.edu/departments/bctpi/documents.html.

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 directly to the supervisor.

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

9. The intern will be responsible for handling all software/hardware and other types of equipment provided by the employer in a responsible and ethical manner.

B. Grading Scale:

The grade for this course is pass/no-pass. To pass the intern must: meet all requirements as stated in this syllabus; verify completion of 135 hours; arrange a site visit for the Internship Coordinator; submit a completed student evaluation form; pass the employer evaluation; and complete an updated resume and other paperwork for the Placement office.

VI. Policies:

A. 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] (Pellissippi State, 2004-2006 Catalog, page 83)

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (Pellissippi State, 2004-2006 Catalog, pages 62-63)

C. Accommodations for disabilities:

If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office. To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. Computer Usage Guidelines:

College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. (Pellissippi State, 2004-2006 Catalog, pages 67-70)