MARKETING INTERNSHIP
MKT 2471

Class Hours: 0.0                     Credit Hours: 3.0
Laboratory Hours: 0.0               Revised: Spring 2011
Work Hours: Minimum 135 on the job

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 and at least a 2.0 cumulative GPA; seeking an A.A.S. degree with a Marketing concentration; and a completed internship application submitted to the coordinator of BCT Internships prior to the beginning of the term. Application is available on the Web www.pstcc.edu/departments/bctpi/documents.html.

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

I. Week/Assignments:
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 Goals*:
The course will:

A. Develop a awareness and working knowledge of basic marketing and other business concepts in a professional business setting. I,II,III,IV,V, VII

B. Enable the student to work effectively in a professional environment. I,II,III, IV,V,VII

C. Increase the capacity to use good communication skills in working with Marketing professionals in the field. I,III,X
III. Expected Student Learning Outcomes*

The student will be able to:

1. Demonstrate a working knowledge of basic marketing and basic business concepts. (A)
2. Exhibit the ability to work effectively as part of a team in the professional environment. (A, B)
3. Show good written and oral communication skills with team/co-workers and supervisors to ensure timely and accurate completion of work and to establish good human relationships. (A, B, C)
4. Prepare an application and resume for the search for an internship position in the accounting field. Participate in an interview with the Internship Coordinator in preparation for interviewing with potential employers. Actively participate in the search for an internship. (A, C)
5. Demonstrate a strong work ethic and positive attitude and professionalism by regularly attending and being punctual for the internship job. (A, B, C)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

V. Evaluation:

A. Testing Procedures: N/A

B. Laboratory Expectations: N/A

C. Field Work: N/A

D. Other Evaluation Methods:

1. **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.

2. The intern is responsible for enrolling in the course, paying all fees, and scheduling an initial interview with the Internship Coordinator prior to the beginning of the enrolled term, and bringing to the interview all completed initial application paperwork including: application, resume, and transcript. (Read everything under "Students" on the internship webpage: http://www.pstcc.edu/departments/bctpi/).

3. Progress conferences with the Internship Coordinator are not required but may be scheduled at any time during the semester on an "as needed" basis. However, interns are expected to check student and personal email accounts on a regular basis throughout the semester to maintain regular communication with the Coordinator. Notify Coordinator immediately if phone numbers or emails change during internship.

4. The intern will notify the Internship Coordinator immediately 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 supervisor's name, title,
phone, email, fax).

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

6. 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 that show a minimum of 135 hours worked. These must be submitted to the Coordinator by the last day of the enrolled term. All required hours MUST be completed with ONE employer.

7. The intern will submit to the Internship Coordinator a final evaluation form describing and evaluating the internship experience. This "Student Evaluation" form, along with a "Timesheet" form for #6 above, is located on the Internship webpage: http://www.pstcc.edu/departments/bctpi/documents.html. This form must be submitted by the last day of the enrolled term. In some instances, where site visits cannot be accomplished, a written report is required in place of the evaluation form and the visit. (Discuss with Coordinator)

8. The student will organize and schedule with the Internship Coordinator a site visit to the intern's workplace sometime prior to the completion of the required hours.

9. 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 (not on webpage), and must be submitted by the last day of the enrolled term.

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

11. 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.

VI. Policies:

A. Attendance Policy:

Interns are to achieve 135 hours at the internship placement at times established with the placement supervisor.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.

• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.

• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.

• Taking an exam for another student.

• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.

• Any of the above occurring within the Web or distance learning environment.
C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at http://www.pstcc.edu/sswd/.

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 Community College)