PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS  

MARKETING INTERNSHIP  
MKT 2471

Class Hours: 9.0  
weekly/ 135 hrs. on the job

Credit Hours: 3.0

Laboratory Hours: 9.0  

Date Revised: Spring 00

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:

None

Prerequisites:

Completion of 15 hours of MKT courses, with a minimum 2.75 GPA in MKT courses; second-year status; 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 by the 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 in 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. The intern supervisor should submit the student intern evaluation form to the Internship Coordinator near the end of the semester.

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 Business and Computer Technologies department.

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, Cultural Diversity & Social Adaptation Outcome, Transitional Strategy*

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

3. Communicate effectively with team/co-workers 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*

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

2. Compile a work-sample folder of work which the intern used or helped prepare to the extent that such materials are not confidential in nature. A, B

3. Submit to the Internship Coordinator a term report describing and evaluating the internship experience. The report shall be typed, double-spaced, and between five and eight pages in length. Reports will be graded for content, organization, spelling and English usage. A, B

4. Schedule two progress conferences and a final evaluation conference with the Internship Coordinator and should bring the diary and work-sample folder to each conference. The term report will be due at the final conference. A, B

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

V. Evaluation:

Evaluation Procedures:

The intern's supervisor will submit a final evaluation form to the Internship Coordinator indicating the tasks assigned and rating the intern's performance. The course grade will be determined primarily on the basis of the supervisor's evaluation, the term report, and timely completion of assignments. The grade for the internship is pass/fail.

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.