

MKT 290 - MARKETING INTERNSHIP

Course Description

The purpose of the internship is to provide on-the-job training for the student who wishes to pursue a career in Marketing. The internship will be customized to meet the learning needs of the student and the job requirements of the sponsoring firm. Students spend 10-15 hours per week in this supervised on-the-job training experience. In addition to the required 50 hours per credit in a work site, students will meet with the Experiential Coordinator as needed throughout the semester for internship support feedback, review of professional employment documents and an internship exit interview. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course.

Credit Hours

3

Contact Hours

3

Recitation Hours

3

Required Prerequisites

30 credits of program specific courses with a GPA of 2.0 or higher.

Course Learning Outcomes

Knowledge:

- Identify knowledge of business operations, organization, and procedures.

Application:

- Apply interpersonal skills in a professional setting.
- Communicate effectively in both written and oral forms.

Integration:

- Transfer academic knowledge to the workplace and technical competencies in their area of interest.

Human Dimension:

- Apply best practices of social responsibility including ethical standards.

Caring - Civic Learning:

- Experience realistic job previews connecting academic work and employment.

Learning How to Learn:

- Evaluate their learning in the context of their profession.