What students should know before they get started on securing an internship

- Students must be admitted to the College of Business, have at least junior standing, have a declared professional sales marketing major, and have a minimum overall GPA of 2.6. It is recommended that students have completed MKTG 337 prior to starting a sales internship.

- Cooperative education is intended to be beneficial for both the student and the employer therefore the student intern must be compensated for their work. No unpaid internship will be allowed. (Students doing an internship for Sales Certification ONLY may complete either a paid or unpaid internship.)

- Course credit for internships is ONLY offered during Summer Session Students must work a minimum of 450 (150 hours per credit) hours over a minimum of a 10 week period. Full-time internship positions (40 hours a week) are strongly preferred.

- Students who wish to earn a Sales Certificate must complete 150 hours. This can be done during the semester or during the summer. Part-time status is allowed and the internship does not need to be paid.

- Course credit and certificate credit for internships is ONLY offered for internships that have been screened IN ADVANCE by the marketing coordinator. Through experience working with both students and companies, we have developed a set of required and recommended standards for internships that we accept for course or certificate credit. These standards help achieve a more successful internship experience for both student interns and their employers. This also guarantees long term success of the internship program.

- Students are responsible for securing their own internship. Marketing staff does not match students with internships. We do have information and suggestions for how to find an internship.

- Students are required to attend an internship orientation to learn about internship opportunities and how to select and interview with a proper employer. Students will receive a Prequalification Class Certificate to be included in the Internship Portfolio.

- The last day to submit internship approval forms for summer internships is May 1st.

Tips for finding an internship

- A list of prescreened marketing and sales internships is available from the internship coordinator. New internships must be prescreened before being accepted
• Attend career events on campus, including the Career Fair, Internship Mania, events sponsored by Pi Sigma Epsilon and the AMA.
• Check Career Services for companies interviewing or holding events on campus.
• Use LinkedIn to network with others and identify your own internship opportunities.
• Consider looking for a company that you would like to work for upon graduation. Often times a successful internship will lead directly to a job offer.
• Check the lists of past companies students have interned with. This list can be found on the College of Business web site.
• Seek out internships that are you are passionate about. For example: sports marketing, event coordinator, advertising agency, promotional product sales and media sales.

The Internship Experience

• The internship must provide the student with increasing levels of authority in a variety of responsibilities within the organization under the direction of a supervisor. A student who is completing a second summer internship can have this supervisory rule waived by the internship coordinator.
• The student will be provided with some level of training and will participate in decision making responsibilities while being assessed by a supervisor.
• The student will undertake a specific project as directed by the supervisor. These projects will require the students to apply critical thinking skills that contribute to the overall effectiveness of the organization. Not required by students doing the internship for Sales Certification ONLY.
• An academic element will be required during the internship that is not related to the employment. During the internship students are expected to read one book from a list of titles provided by the internship coordinator. Not required by students doing the internship for Sales Certification ONLY.
• The employment supervisor and the internship student will develop specific performance objectives and a training timeline during the internship period. Frequent review of the performance will be conducted to identify strengths and weaknesses, and establish a plan for the students’ performance improvement. These performance objectives will be turned in with the Supervisors Evaluation at the end of the internship. An evaluation form will be supplied by the internship coordinator to the student’s supervisor.
• Students must keep a personal journal, written at least weekly (1 page double spaced entry for every 40 hours worked) reflecting on what the student achieved that week, what was learned, frustrations, victories, etc. This journal should also include the skills the student developed and used during the internship and how these skills may help them later in their career.
• Students must record hours worked, dates, times. This time sheet can be a company generated time sheet or a student generated time sheet. Students are on the honor system to record their hours worked for reporting purposes.
• A site visit will be done by the internship coordinator at some time during your summer employment. This visit will include an interview with you and your direct supervisor. The results of this visit will be part of your final internship assessment and have an impact on your final awarded internship letter grade.
• Students are required to write a critique of the internship so that other students that seek the same employer for a future internship opportunity will have a clear understanding of all the activities and experiences one can expect by participating in the internship. This evaluation/reflection is to be no more than two double spaced pages.

• A final interview with the internship coordinator will be required during the first three weeks of the fall semester after your internship. The interview is an informal thirty-minute interview between the student internship coordinator. No course credit or certificate credit will be awarded for the internship without completion of the final interview. The final portfolio review must contain the deliverables listed below. Missing items must be turned in before credit or certificate will be awarded.

**Final Portfolio Interview**

Documentation of your internship experience should include the following deliverables:

• Prequalification Class Certificate. Certification of the student’s participation in the on campus internship orientation.

• The Reflective Component. Students must keep a personal journal of the experience.

• The Project Component.

• The Academic Component. A question and answer sheet will be provided by the internship coordinator for students to fill out upon completion the selected book. **Not required by students doing the internship for Sales Certification ONLY**

• A Record of Hours.

• Supervisor’s Evaluation.

• Final Evaluation/Reflection.

• Other Materials. Anything else that helps document value derived from the internship experience.

• Results of Site Visit by Internship Coordinator

Questions regarding the summer internship can be addressed by contacting the marketing internship coordinator.