

# MAKT 490 : Internship in Marketing

Learners will engage in a structured internship experience in business organization to gain on-the-job experience. The Marketing Internship is a supervised work experience within an organization's marketing function. The specific work environment and learner's job responsibilities must be approved, in advance, by supervising faculty. Students will be required to maintain a detailed journal relative to their workplace activities, establish specific learning goals, complete a reflective essay regarding the experience, and will be evaluated by their workplace supervisor. Learners must work a minimum of sixty (60) hours in the internship environment per credit hour earned. Internship to be approved and supervised by a faculty member Credit allowed only after acceptance of student's written report- (Course is repeatable for up to 6 credit hours. 6 credit hours of course (300-400 Level) is required for students who desire a non-internship experience).

**Credits** 1-6

**CIP Code**

52.1401

**Prerequisites**

2.75 overall GPA and completed a minimum of 15 hours of Upper Division core (300-400).

**Course Outcomes**

After successfully completing the course, the learner will be able to:

- Been expose student interns to a wider range of Marketing issues
- Gained critical work experience while in their educational program
- An understanding of applying educational background to "real world" marketing problems
- An appreciation for the environmental complexity faced by today's businesses.
- An opportunity to analyze the systems performance of the employer and recommend possible techniques for improvement