Marketing 389C Internship for Credit
Information Sheet

Course Requirements
• Completed MKTG 371 (Consumer Behavior) or MKTG 380 (Marketing Research)
• GPA of 3.0 or higher (GPAs down to 2.75 may be considered by the internship coordinator.)
• High quality marketing internship with at least 150 hours of work. A minimum of 10 hours/week and a minimum of 10 week duration will be required.

Objectives
This course is designed to give the student a field-based learning experience in a professional work environment by (1) applying coursework to real-world situations and (2) analyzing and synthesizing the outside experience into a value-added learning experience by completing a series of readings, papers and a project.

Academic Course Content
The following are the additional requirements to gain 3 units academic credit for the internship.
• Article Write-ups (two 2-3 page papers)
• Book Write-up (critical analysis and application paper, about 5-7 pages)
• Term Project (project specific to your internship experience, usually about 10-15 pages)
• Reflection Paper (about 3-5 pages)

For additional details on each, see the course syllabus which available on request.

Grading and Credits
• The Marketing Internship grants 3 academic credit hours. The course is graded credit/no credit.
• The course work needs to be completed during the internship, not after. If the work related to academic course content is not completed by the time the internship has ended, the student will not receive credit for the course. Each item in the academic course content must be completed on time, typed, and follow the guidelines in the syllabus. Violations of these standards will result in denial of credit for the internship.
• The Academic Internship Advisor will be in contact with your supervisor. Any indication of nonprofessional behaviors (e.g., showing up late to work, not completing work tasks, inappropriate language or behavior) will result in a “no credit” grade.

Job Requirements
• The job should have a high level of professional content and significant opportunities for learning about marketing practice.
• It is critical that the internship position you find be more than mere administrative work and that you have a learning experience.
• Generally, a student may not be granted an internship for a currently held or a previously held position. However, if the internship involves a different division or department or a significant change in job role, approval may be granted at the discretion of the Academic Internship Advisor.

Job Selection
It is the student’s responsibility to find a suitable internship position with an organization.

Application for a Marketing Internship for Credit
Students are required to submit an application form to the Academic Internship Coordinator. The Marketing Academic Internship Coordinator is Kathryn Schifferle. She can be reached at kschifferle@csuchico.edu, Glenn 315. The application form should be accompanied by an extensive job description (e.g., general description of company and job, specific tasks). You only become registered for the class when the Academic Internship Coordinator approves your position and has signed this form.