

- o Internship hours must begin and end within the semester indicated on the application. Internships from prior semesters will not be accepted. Students must complete 120 hours at the internship to receive 3 course credits (40 hours per credit unit).
- o The internship must take place in an office. Students cannot tele-commute or work from a homesetting.
- o The company must have more than 3 full-time employees. The employees cannot be contractual or tele-commuter employees.
- o The internship cannot consist of door-to-door selling or pure, cold calling.
- o The internship must not include more than 10% clerical work.
- o Students cannot intern for a family member or for their own business

1. Thoroughly read the _____ sheet
2. Contact one of the full time Marketing professors to see if they would be willing to be the instructor
3. Setup a meeting with the instructor and bring the following with you:

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Students must provide a job description on company letterhead, no exceptions
The job description must include in detail all the intern's duties.
Words such as assist, learn, shadow or observe may not be used.
The job description MUST be written by the employer's HR department or the supervisor of the internship. Students may not write the job description.

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MKTG 497/HONR 493 integrates practical work experience with a directed, reflective, academic component to help you develop personal, professional and academic competencies. You will use the workplace as a starting point for study; however, you will need to go beyond the common experiences of an employee. Study, critical thinking, reflection, and theoretical and/or conceptual exploration supplement your work experience, to help you develop workplace knowledge, skills and attitudes (KSA's).

A primary and fundamental objective of the course is to help you develop the competency of self-directed learning. This will likely be a very different learning experience than what you have encountered thus far in your educational career. This course will require substantial self-directed discipline since you will be managing your own learning experience. If you do your job well, you will be better prepared for the workplace.

CAREER PORTFOLIO

Your portfolio can help you market yourself to employers. It can be one of the most beneficial tools for you to use in interviews. You can support what you tell an employer in an interview with items from your portfolio. As you are talking about specific projects or skills, you can refer back to your portfolio. Your portfolio will be:

- An organized record of goals, accomplishments, skills, projects completed, and other evidence of successes and progress, as in letters of recommendations. Use your portfolio to compile your achievements and reflections that occur during your MKTG497 internship, to demonstrate your accomplishments, and to
- A beneficial tool for you to use in interviews to career your work and skills. As you are talking about specific projects or skills, you can refer back to you73pan3(s) yB1. &.229 0 Td(p)-6.1 (o)-4.2 (r)-1.4 (t)-3.3 (f)2. (e)3.)0.6 (MC /LBody 5 (lu)-10. 2.253 0 Td(.)20.1 2_05

The format for your career portfolio should be:

- The portfolio title page should include the following information: your name; name of professional experience organization or project; name and title of /At.e nao:

Additional reading assigned by instructor. Examples: *'The World Is Flat'*, *'The Tipping Point'*, *'Blink'*, etc.

(20 minutes)

Presentation is usually conducted in a Marketing Department meeting.

In this section, you should provide some insight from what you learned from the required reading and how it would have future benefit as you move into the workforce. (1 page requirement)

