



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**Syllabus**  
**Bryan School of Business and Economics**  
**Department of Marketing, Entrepreneurship, Hospitality and Tourism**  
**Marketing 450.01 - Marketing Internship**  
**Spring Semester 2014**

**INSTRUCTOR:** Dr. Lew G. Brown, Associate Professor, 352 Bryan, 336-334-4472, [LewGBrown555@gmail.com](mailto:LewGBrown555@gmail.com). Dr. Brown is available at all times via e-mail. My home telephone number is 919-942-7574.

**PREREQUISITES/COREQUISITES:** Marketing Major with completion of Marketing 320, Marketing 422, and Cumulative GPA of 2.75 or higher at the time of registration, or permission of instructor.

Minimum of 100 hours planned work experience in a marketing firm or the marketing department of a business/organization. Instructor must approve internship in advance.

**STUDENT LEARNING OUTCOMES:** Upon successful completion of this course, students will be able to:

1. Work in a professional marketing environment and understand basic social/workplace skills and standards of conduct.
2. Describe and analyze the marketing strategy of the host organization.
3. Apply marketing concepts in assisting others in the organization's marketing work, thereby gaining first-hand experience in how marketing organizations/departments operate and what marketing professionals do on a day-to-day basis.
4. Carry out work in a group-focused marketing environment.
5. Take responsibility for completing a project or part of a project, whether working individually or taking responsibility for a group's work.

**TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING**

**OUTCOMES:** This is an online course. The instructor has identified a group of local marketing agencies that are interested in participating on a regular basis in a marketing internship course. The instructor will gather resumes from students who wish to participate (supported by Career Services) and distribute them to participating agencies. A student living outside the Triad area will be responsible for obtaining a potential internship site and getting approval for that site from the instructor.

The instructor will work with the host organization and the student to establish a mutually agreeable work plan. The course will require a minimum of 100 work hours at the

organization. The student will have an assigned supervisor on site with whom the student will communicate regularly. The student will also complete periodic reports to send to the instructor and will communicate with the instructor through online video conferences.

### **EVALUATION AND GRADING:**

The student will complete:

1. A written evaluation of the host organization's marketing strategy.
2. Periodic reports to the instructor on the work the student is performing and what the student is learning.
3. Periodic video conferences with the instructor.
4. A final report summarizing the student's project work for the organization. Where permitted and appropriate, the final report will contain the student's final work product.

The supervisor in the host organization will complete a mid-term and final evaluation of the student's performance, which will include suggestions for improvement.

Based on all this information, the instructor will assign a grade of Pass or No Pass.

### **REQUIRED TEXTS/READINGS/REFERENCES:**

There are no other required texts. There may be required videos and associated fees.

### **TOPICAL OUTLINE/CALENDAR:**

1. Upon registration for the course, the student will have to prepare an up-to-date resume. If the student does not have a resume approved by Career Services, he/she will work with Career Services to develop one. Once developed, the instructor will share the resumes with potential internship sites and facilitate in-person or online interviews.
2. Student will formally begin the internship.
3. Student will complete weekly reports on hours worked and work performed.
4. Upon completion of 50 hours of work, the student will submit a written analysis of the host organization's marketing strategy following an outline provided by the instructor. The student will also ask the internship supervisor to complete a feedback form for submission to the student and the instructor.
5. The student will participate in online conversations with the instructor about his/her work and progress.
6. Upon completion of the internship, the student will submit a written report summarizing the work performed and the lessons learned/skills developed during the internship.
7. The instructor will ask the internship supervisor to submit an evaluation of the student's work and performance.

**ADDITIONAL REQUIREMENTS:** Attendance on the job site, compliance with the host organization's rules and regulations, and submission of reports/papers on time are basic expectations for each intern.

**ACADEMIC INTEGRITY POLICY:** Students will sign the Academic Integrity Policy on all major work submitted for the course.

**You can find the University's Academic Integrity Policy at:**

<http://academicintegrity.uncg.edu/>

**ATTENDANCE POLICY:** The student and the instructor will document the hours of work completed at the internship site.

**E-mail:** I will communicate frequently with you via e-mail. I use BlackBoard to do this, and that system uses your UNCG e-mail address.

**\*\*\*\*\* It is important that you check your UNCG account daily during the semester.\*\*\*\*\***

**FINAL EXAMINATION:** The final paper will serve as the final exam.

**Faculty – Student Guidelines:**

The Bryan School has adopted a set of faculty and student guidelines. I hope you will read and consider these. They are available at:

[www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

**Disability Services:**

UNCG seeks to comply fully with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Students requesting accommodations based on a disability must register with the Office of Disability Services in 215 Elliott University Center, 334-5440, [www.uncg.edu/ods](http://www.uncg.edu/ods).