COURSE SYLLABUS
Southeast Missouri State University

Department of Management & Marketing                   Course No: MK471-473
Title of Course: Marketing Internship                    Revision: Spring 2012

I. Catalog Description and Credit Hours of Course:

Training and work experience in some area of marketing under an approved field supervisor and an approved work/study plan. The student’s grade will be on a credit/no credit basis. (1, 2, 3 credit hours).

II. Prerequisite(s):

75 hours completed; 9 hours of MK prefix courses; Marketing major; overall GPA of 2.5 with GPA of 2.75 in marketing courses; approval of internship agreement. (1, 2, 3 credit hours).

III. Purposes or Objectives of the Course:

A. To provide students varied, relevant experience in management in a professional work setting
B. To provide students an opportunity to make professional contacts in the business community
C. To provide increased interaction between Department of Management and Marketing faculty and the business community

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. summarize professional work experiences which occurred at the contracted internship site location(s) and over the contracted time.
B. demonstrate how their management courses relate to professional work experiences.
C. critique the training and learning experiences received from the supervisors and work colleagues at the contracted internship site location(s).

V. Expectations of Students:

A. Secure or be assigned a suitable internship position.
B. Work with representatives of the Department of Management and Marketing and the sponsoring organization to design an approved plan of duties.
C. Completion of Internship Agreement with appropriate signatures.
D. Work actively and responsibly to complete the requirements of the approved program.
E. Complete all specified assignments when due.
F. Maintain a record of activities completed.
G. Submit a final written report/document and/or take an oral examination.
VI. Course Content or Outline:

The plan for experiential learning will be developed and approved by the representatives of the sponsoring organization and the Department of Management and Marketing in consultation with the student. The plan will include a variety of managerial activities and provide the student a broad view of the responsibilities of the manager to whom the student is assigned. The content of the experiential learning plan should be consistent with the Department of Management and Marketing Internship Program Guidelines.

VII. Textbook(s) and/or Other Required Materials or Equipment:

None

VIII. Basis for Student Evaluation:

The student's performance will be determined by the faculty representative of the Department of Management and Marketing mentoring the internship. The final grade will be based on; 1) evaluation of the internship experience submitted by the sponsoring organization and 2) evaluation of the written final report (document) and/or oral presentation by the student. The internship will be graded on a credit/no credit basis.