

## Marketing Department Internship Program

The Marketing Department Internship Program is designed to provide you with experiential learning opportunities in which you apply course concepts and skills in the areas of marketing, digital marketing, marketing research, advertising, and professional sales. It enables you to earn course credit and/or credit towards a concentration or minor in Digital Marketing & Analytics or Professional Sales Leadership offered by the department. Internships may be paid or unpaid and internship credits and grades are at the discretion of the Marketing Department Internship Program Faculty Advisor.

Contact [William Ryan](#), Marketing Department Internship Program Faculty Advisor with any questions.

### Course Numbers

- MKTG 4891 – Professional Practice in Marketing (Business Students)
- BADM 4891 – Professional Practice in Marketing (Non-Business Students)
- MKTG 4892 – Practicum in Professional Sales (Business Students)
- BADM 4892 – Practicum in Professional Sales (Non-Business Students)

These courses are offered during the Fall semester and Summer & Winter Sessions.

### You must meet the following criteria in order to be considered for the Internship Program:

- Be enrolled and currently studying at the University of Connecticut
- Have earned > 54 credits (junior or senior status).
- Have passed MKTG 3101/BADM 3750 – Introduction to Marketing Management.
- Be able to commit to a minimum of 120 work hours over a minimum of a 4 week period during Summer or Winter Session. Full- time internship positions are strongly preferred.
- Internships must be prescreened in advance as qualifying marketing and/or sales internships by the Marketing Internship Program Faculty Advisor.
- Have written approval from the Marketing Internship Program Faculty Advisor that there is sufficient room in your program of study to have the internship counted as course credit and be provided a permission number to enter the course.
- For Marketing Majors, a maximum of 3 credits of MKTG/BADM 4891 or MKTG/BADM 4892 can be counted toward elective credits for the Marketing Major. There are **no exceptions**.
- Course enrollments that require excess credit authorization, are subject to the Dean’s Designee approval. Please see the Office of Undergraduate Advising for authorization and submit the required form: <http://undergrad.business.uconn.edu/advising/forms/>.

### Internship Application Process:

<b>Special Note</b>	Before starting the internship application process, you should consult with the Marketing Department Internship Program Advisor and discuss how your planned internship is related to your concentration or minor in Digital Marketing & Analytics or Professional Sales Leadership.
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<p><b>Step One:</b></p>	<p><b>Find an Internship</b></p> <p>Be able to commit to a minimum of 120 <b>work</b> hours over a minimum of a 4 week period <b>during Summer or Winter Session</b>. Full- time internship positions are strongly preferred.</p> <p>Here are some suggestions to help you find an internship:</p> <ul style="list-style-type: none"> <li>• A list of Prescreened Marketing, Digital Marketing &amp; Analytics, and Professional Sales Internships is available from the Marketing Internship Program Faculty Advisor.</li> <li>• To receive new internship postings, email <a href="mailto:mktginterns@business.uconn.edu">mktginterns@business.uconn.edu</a> and request to be added to the Marketing Department email newsletter.</li> <li>• Connect with the School of Business Career Center; attend career fairs and information nights on campus.</li> <li>• Check <a href="#">HuskyCareerLink</a> for companies interviewing or holding events on campus.</li> <li>• Use LinkedIn to network with others and identify your own internship opportunities.</li> <li>• To qualify for certificate and/or course credit, internships must be approved in advance by the Marketing Internship Program Faculty Advisor. Please fill out the <a href="#">prescreening form</a>.</li> </ul>
<p><b>Step Two:</b></p>	<p><b>Host Company Agreement</b></p> <p>Once your internship is approved and your company has offered you a position, have the hiring supervisor complete the <a href="#">host company agreement form</a>.</p> <ul style="list-style-type: none"> <li>• The intent of this form is to ensure that the hiring company understands the importance of the internship and the expectation that UCONN has for the sponsoring company to deliver a quality internship experience.</li> </ul>
<p><b>Step Three:</b></p>	<p><b>Enroll in Internship Course – MKTG/BADM 4891 or MKTG/BADM 4892</b></p> <p>Summer Session, Fall Semester, or Winter Session:</p> <ul style="list-style-type: none"> <li>• Request a Permission Number: Complete the business school permission number form at <a href="http://www.business.uconn.edu/pnumber/">www.business.uconn.edu/pnumber/</a>.</li> <li>• The Marketing Internship Program Faculty Advisor will request your <a href="#">prescreening form</a> and <a href="#">host company agreement form</a>. Once internship is approved, a permission number will be provided.</li> </ul> <p>Registration and Tuition for Summer/Winter Session:</p> <ul style="list-style-type: none"> <li>• Registration for internships will be processed following registration dates posted by the Registrar. Tuition for both Summer and Winter Session Internships are additional and must be paid in full in order to receive course credit. Please click on the link(s) below for complete registration date and fee information.</li> </ul> <p><a href="http://wintersession.uconn.edu/winter/">http://wintersession.uconn.edu/winter/</a> (Winter Intersession)</p> <p><a href="http://summersession.uconn.edu/summer/">http://summersession.uconn.edu/summer/</a> (Summer Session I)</p>

# Internship Course Requirements & Deliverables

In addition to completing the experiential part of the internship, students taking any of the internship courses for academic credit also need to complete the following coursework requirements.

There are five Evaluation Tools:

Evaluation Tool	Graded by:	Percent of Grade
1. Internship Role and Responsibilities	UConn Instructor	10%
2. Introspection and the Internship	UConn Instructor	10%
3. Host Company Evaluation	Host Company Supervisor	25%
4. Host Company Market Analysis PowerPoint	UConn Instructor	35%
5. Host Company Market Analysis Presentation	UConn Instructor	20%
TOTAL		100%

**GRADING.** Grading is on a Satisfactory/Unsatisfactory basis. To receive a Satisfactory Grade, an Intern must score an 80% for the overall evaluation, and must not receive lower than an 80% on any individual assessment score.

<p><b>Deliverable One</b></p>	<p><b>INTERNSHIP ROLE AND RESPONSIBILITIES ASSIGNMENT.</b></p> <ul style="list-style-type: none"> <li>Describe your role as an intern (department/reporting/responsibilities).</li> <li>Describe the role this job (or department) plays in the marketing/sales strategy of the host company.</li> </ul> <p><b>DELIVERABLE:</b> maximum 2 pages, 12 pt. font, 1 inch margins, double-spaced. Electronic submission only; submit to <a href="mailto:mktginterns@business.uconn.edu">mktginterns@business.uconn.edu</a> by the due date.</p>
<p><b>Deliverable Two</b></p>	<p><b>INTROSPECTION AND THE INTERNSHIP ASSIGNMENT.</b></p> <ul style="list-style-type: none"> <li>Conduct a before/after analysis of your personal/professional skill set and the effect of the internship on your skill set.</li> <li>Are you interested in working for this company after graduation? Describe why or why not as related to training programs, entry level job opportunities, evaluation and promotion policies, corporate atmosphere.</li> <li>Would you recommend this internship position to another UConn Student? Describe why or why not.</li> </ul> <p><b>DELIVERABLE:</b> maximum 2 pages, 1 inch margins, double-spaced. Electronic submission only; submit to <a href="mailto:mktginterns@business.uconn.edu">mktginterns@business.uconn.edu</a> by the due date.</p>

Deliverable Three	<p>HOST COMPANY MARKET ANALYSIS ASSIGNMENT</p> <p>(see <a href="#">Project Guidelines</a>)</p> <p>DELIVERABLES: An electronic copy of a PowerPoint presentation to the UConn Instructor and Host Company by the due date (Assigned by Faculty Advisor).</p>
Deliverable Four	<p>MARKET ANALYSIS OF HOST COMPANY PRESENTATION</p> <p>A 12-15 minute presentation of your market analysis, delivered to a Marketing Management, Professional Selling class, or at an internship report-out meeting, to be scheduled by your instructor during the first two weeks of the following semester.</p>
Deliverable Five	<p>HOST COMPANY'S EVALUATION OF STUDENT INTERN</p> <p>Your internship supervisor will provide input on your job performance using the intern evaluation form. YOU ARE RESPONSIBLE for getting the <a href="#">Host Company Evaluation Form</a> to your supervisor and ensuring it is submitted by the due date. <b>Electronic submission only; submit to <a href="mailto:mktginterns@business.uconn.edu">mktginterns@business.uconn.edu</a> by the due date.</b></p>

## DUE DATES:

- In general, **summer internships** run June-August, and students are required to complete the Introspection, Company Market Analysis and Host Company Evaluations by mid-August. Student presentations are usually conducted in mid-September.
- For the **Fall semester**, students complete their internship over the summer (Jun-Aug), and are required to complete the Introspection, Company Market Analysis and Host Company Evaluations during the fall semester (see due dates in HuskyCT when course opens). Students can complete the work during the summer, but submission and advisor review of work will occur during the fall semester. There will also be a student presentation scheduled during the semester (usually on a Friday).
- For **Winter Session** internships, the field work usually runs throughout the winter break, and students are expected to complete the Introspection, Company Market Analysis and Host Company Evaluations by February 1st. Student presentations are usually conducted in mid-February.

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