Marketing Department Internship Program Requirements

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 Wynd Harris, Marketing Department Internship Program Faculty Advisor with any questions.

Course Numbers

MKTG 4881 – Professional Practice in Marketing (Business Students)
BADM 4881 – Professional Practice in Marketing (Non-Business Students)
MKTG 4882 – Practicum in Professional Sales (Business Students)
BADM 4882 – Practicum in Professional Sales (Non-Business Students)

These courses are offered during the Fall semester.

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. 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.
▪ Confirm with Office of Undergraduate Advising 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 Digital Marketing & Analytics Majors, a maximum of 3 credits of MKTG/BADM 4881 or MKTG/BADM 4812 can be counted toward elective credits for the Digital Marketing & Analytics 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/.
<table>
<thead>
<tr>
<th>Special Note</th>
<th>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 major or minor in Digital Marketing &amp; Analytics.</th>
</tr>
</thead>
</table>
| **Step One:** | **Find an Internship**  
Be able to commit to a minimum of 120 **work** hours over a minimum of a 4-week period **during Summer**. Full- time internship positions are strongly preferred. |

Here are some suggestions to help you find an internship:

- A list of Prescreened Marketing, Digital Marketing & Analytics, and Professional Sales Internships is available from the Marketing Internship Program Faculty Advisor.
- To receive new internship postings, email mktgcom@business.uconn.edu and request to be added to the Regional Marketing Department email newsletter.
- Connect with the School of Business Career Center; attend career fairs and information nights on campus.
- Check HuskyCareerLink for companies interviewing or holding events on campus.
- Use LinkedIn to network with others and identify your own internship opportunities.
- To qualify for course credit, internships must be approved in advance by the Marketing Internship Program Faculty Advisor. Please fill out the prescreening form.

| **Step Two:** | **Host Company Agreement**  
Once your internship is approved and your company has offered you a position, have the hiring supervisor complete the host company agreement form. |

- 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.

| **Step Three:** | **Enroll in Internship Course – MKTG/BADM 4881 or MKTG/BADM 4882**  
**Fall Semester Only:** |

- Request a Permission Number: Complete the business school permission number form at www.business.uconn.edu/pnumber/.
- The Marketing Internship Program Faculty Advisor will request your prescreening form and host company agreement form. Once internship is approved, a permission number will be provided.
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:

<table>
<thead>
<tr>
<th>Evaluation Tool</th>
<th>Graded by</th>
<th>Percent of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Internship Role and Responsibilities</td>
<td>UConn Instructor</td>
<td>10%</td>
</tr>
<tr>
<td>2. Introspection and the Internship</td>
<td>UConn Instructor</td>
<td>10%</td>
</tr>
<tr>
<td>3. Host Company Evaluation</td>
<td>Host Company Supervisor</td>
<td>25%</td>
</tr>
<tr>
<td>4. Host Company Market Analysis PowerPoint</td>
<td>UConn Instructor</td>
<td>35%</td>
</tr>
<tr>
<td>5. Host Company Market Analysis Presentation</td>
<td>UConn Instructor</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

Deliverable One

INTERNSHIP ROLE AND RESPONSIBILITIES ASSIGNMENT.

- Describe your role as an intern (department/reporting/responsibilities).
- Describe the role this job (or department) plays in the marketing/sales strategy of the host company.

DELIVERABLE: maximum 2 pages, 12 pt. font, 1-inch margins, double-spaced. Electronic submission only: submit to Husky CT Course section.

Deliverable Two

INTROSPECTION AND THE INTERNSHIP ASSIGNMENT.

- Conduct a before/after analysis of your personal/professional skill set and the effect of the internship on your skill set.
- 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.
- Would you recommend this internship position to another UConn Student? Describe why or why not.

DELIVERABLE: maximum 2 pages, 1 inch margins, double-spaced. Electronic submission only: submit to Husky CT Course section.
### Deliverable Three
**HOST COMPANY MARKET ANALYSIS ASSIGNMENT**

(see [Project Guidelines](#))

**DELIVERABLES:** An electronic copy of a PowerPoint presentation to the (1) UConn Instructor ([wynd.harris@uconn.edu](mailto:wynd.harris@uconn.edu)), (2) to Host Company, and (3) submit to Husky CT Course section.

### Deliverable Four
**MARKET ANALYSIS OF HOST COMPANY PRESENTATION**

A 12-15 minute Powerpoint presentation of your market analysis, delivered to a Marketing Management or Professional Selling class, or at an internship report-out meeting, to be scheduled by your instructor. **Electronic submission only:** submit to Husky CT Course section.

### Deliverable Five
**HOST COMPANY’S EVALUATION OF STUDENT INTERN**

Your internship supervisor will provide input on your job performance using the intern evaluation form. **YOU ARE RESPONSIBLE** for getting the [Host Company Evaluation Form](#) to your supervisor and ensuring it is submitted by the due date. **Electronic submission only:** submit to Husky CT Course section.

### DUE DATES:

- For the **Fall semester sections**, 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 Syllabus/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 in October).

Contact [Wynd Harris](mailto:wynd.harris@uconn.edu), Marketing Department Internship Program Faculty Advisor with any questions.

Revised 3/23/2020