



VALDOSTA STATE UNIVERSITY

APPLICATION FOR A MARKETING INTERNSHIP

PART A: MARKETING INTERNSHIP PROGRAM GUIDELINES

1. Description and Purpose: MKTG 4980 is an internship course that provides student interns in the Marketing program with learning experiences that are generally unattainable in an academic setting. An internship is a very effective way to gain work experience and make job-related contacts while pursuing the BBA degree. Career-related work experience for students has become increasingly important for securing a job in today's competitive job market. Students enrolling in **MKTG 4980** will **work at least 150 hours per term** to receive three (3) credit hours upon successful completion of the internship. Students should contact their academic advisor for guidance with this process.

2. Student Responsibilities Prior to the Internship:

- The student must: (1) **find an internship position** within an organization; (2) **identify a person within the organization** who will supervise the intern; and (3) **Meet with the professor of marketing** who will serve as the academic coordinator for the internship course. The intern, the professor, and the organization supervisor will cooperatively structure a program or work activities and responsibilities that provide a learning experience equivalent to an in-class, three-semester-hour course.
- The student must complete the **Marketing Internship Agreement Form**, which consists of: (1) student and internship employer information sections; (2) a description of the duties, typed or neatly printed; and (3) signatures of the organization supervisor, the professor, the Department Head of Marketing. Once all signatures are obtained, the form will be submitted to the Associate Dean who will then obtain/add to the CRN for this course.

3. All of the details of the internship, including plans for registering for the course and getting necessary approvals, must be done before the end of the Drop/Add period for the semester.

3. Employer and Organization Supervisor Responsibilities: (1) The employer may pay the student intern a salary commensurate with his/her training and experience, or the intern may accept an unpaid position; (2) The employer will appoint an immediate supervisor to act as the organization's representative in structuring, implementing, and reviewing the work of the student intern; (3) **At the end of the semester, by the last day that regular classes meet**, the student's supervisor will complete the **Intern Evaluation Form** and submit it to the professor.

4. Student Responsibilities at the End of the Internship: **By the last day that regular classes meet**, the student will submit a formal project or written report with content, format, and length in accordance with the requirements stated by the supervising professor.

5. Professor Responsibilities: The professor will grade the report or project and review the student's Internship Evaluation Form completed by the student's supervisor to determine the final course grade (S for Satisfactory or U for Unsatisfactory).

PART B: MKTG 4980 INTERNSHIP AGREEMENT FORM

STUDENT INFORMATION – completed by the student

Student's Name: _____ Student ID#: _____

Local Address: _____

City _____ State _____ Zip _____

Phone: _____ Cell Phone: _____

E-mail: _____

Semester of Internship: _____ Year: _____

Have you had an internship before? No Yes For how many credits? _____

INTERNSHIP EMPLOYER INFORMATION – completed by the student

Employer/Organization Name: _____

Name of Organization Supervisor: _____

Local Address: _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____

E-mail: _____

Is this Internship Unpaid or Paid? Hourly Wage: _____

FACULTY ADVISOR INFORMATION – completed by the student
(Not Academic Advisor)

Faculty (Professor) Name: _____

Phone: _____ Fax: _____

E-mail: _____

DESCRIPTION OF DUTIES: (typed or neatly printed) – completed by the student after consulting with the company supervisor

Signature of Organization Supervisor

Date

Signature of Professor

Date

Signature of Department Head

Date

PART C: INTERN EVALUATION FORM

Name of Intern

Name of Organization Supervisor

Organization

Purposes: (a) To serve as input into the grade assigned by the professor for the course; (b) To serve as the basis for an exit interview, if the supervisor desires.

Instructions: Listed below are a number of characteristics that are important for success in business. For each characteristic, place an X mark on the rating scale, under the word(s) that best describes the intern being rated. Your comments and evaluation will be included in determining the intern's final grade.

	Needs Improvement	Acceptable	Above Average
Accuracy (Correctness of work duties performed.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alertness (Ability to understand instructions and to solve problem situations.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attendance (Dedication to coming to work on time, conforming to work hours, and avoiding absences.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy (Politeness of the attention that the intern gives other people.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity (Talent for being imaginative and for finding new and better ways of doing things.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive (Extent to which the intern is a self-starter and has a desire to attain goals.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency (Ability to complete work within the time allowed.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Job Knowledge (Knowledge of the information concerning work duties that the intern should know for a satisfactory job performance.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stability (Ability to withstand pressure and to remain calm in crisis situations.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethics (Ability to make ethical decisions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value of Services (Extent to which the intern performed valuable services.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

Did the above-named intern complete a minimum of 150 hours for the said term? _____ (Y or N)

Signature of Organization Supervisor

Date