

University of New Orleans
College of Business Administration
Department of Marketing and Logistics

MKT 4585-476
Marketing Internship
Fall 2008

Instructor: Lisa A. Palumbo
Office: KH 346
Hours: 4:30-5:30 PM Tuesdays & Thursdays, and by appointment.

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**IMPORTANT NOTE: For <u>general</u> correspondence, E-mail subject header must contain "MKT4505 Fa08"
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Location of Course Documents: www.audiblevision.com (follow the links)

Course Objectives

- Provide meaningful work experience, which supplements and modifies ideas gained from regular courses.
- Provide an opportunity for the student to assess his/her abilities and interests in marketing, thus assisting the student intern in choosing a specific marketing career.
- Provide an inside exposure to the structure, operations and decision processes with an organization without a commitment to permanent employment.
- Enhance the student's subsequent academic work and place the student in a favorable position for permanent employment.
- Acquire research expertise relevant to a specific area or project that will be useful after graduation.

Student Responsibilities to Internship Employer

- Interns will work a minimum of 150 hours for the Intern Employer in order to receive credit for the internship. In unusual circumstances, the number of hours may be altered if mutually agreeable to the Student Intern, the Intern Supervisor, and the Academic Advisor.
- Students must maintain dress and grooming appropriate to the assigned job responsibilities.
- Student interns must follow the administrative policies, standards, and practices of the internship employers and must conduct themselves at all times in a professional manner.
- The student should be ready and eager to perform a wide range of marketing work.
- The student must cooperate fully with the employer and follow all rules and policies of the sponsoring company.
- The student agrees that the employer has the right to choose anyone as an employee and may discharge anyone from that employment for violating company rules or policies.
- The student must agree to continue in the position through the end of the term once the offer has been accepted by the student and understands that if the internship is terminated prior to the end of the semester, his/her grade will reflect that termination. Students may be employed before or after the term of the semester, if both the employer and student desire such a schedule.

Course Requirements- Detailed information follows this list.

1. Weekly Reports
2. Internship Conferences-
3. Supervisor Evaluations (2)
4. Student Evaluation
5. Final Internship Report (Paper)
6. On-line Course Evaluation

Weekly Reports

Every Friday, you are required to submit to your instructor via e-mail, a short summary of the work accomplished that week. The summary should be typed into the body of the e-mail message, and **not sent as an attachment. Please send messages and reports to the e-mail address provided on the first page of this syllabus**, but please note differences in the required subject headers for general correspondence versus weekly reports. (Details follow.) Be advised that messages I send to you may come from either my audiblevision.com account or my UNO e-mail address, depending on my location at the time the message is sent.

Professional e-mail communication is essential to the success of modern business people. Hence, your weekly correspondence is expected to be written in a professional manner. This requires careful attention to the structure, content and style of each e-mail correspondence.

A template for the weekly summary can be found at the end of this document. It consists of five key parts: Your Name, Recipient's Name, Subject, Summary, and Signature. Your name and the recipient's name should always be clearly written. The subject line of each e-mailed report should be clearly labeled with the semester (Fa08) and the word "Internship" followed by the week of the summary and the organization name. This ensures that your summary is delivered properly and not lost to the variety of filters used by individuals and institutions to reduce or eliminate spam and malicious e-mail. So, the subject line of a first week summary from an Audubon Zoo Intern would be: **Fa08 Internship, Week #1- Audubon Zoo**

It is **very important** that the subject line of your weekly reports contain the information as directed above. In particular, please make certain that "Fa08" and the word "week" are surrounded by space on each side. When your weekly report arrives in my mailbox, you will receive an automated response notifying you of its receipt. Any other correspondence should contain the subject header as noted on page 1 of this document. Failure to follow these guidelines will cause your message to be routed to a folder where it may not be seen immediately.

Not all students will begin their internships at the same time therefore, for the sake of simplicity, all students will submit their first report on Friday, September 12, 2008. Please include your start date and a summary of all work completed thus far in the first report. If you haven't started your internship by September 12, please notify Tresa Banks Lewis via e-mail immediately and copy me on the message.

The last weekly report will be submitted for Week 11 on November 21, 2008.

Reasonable Expectations

One of the objectives of this internship is to afford you the opportunity to experience the strategic and tactical applications of marketing firsthand, in the workplace. Though you may not be given an opportunity to execute critical marketing tasks, you should at least be involved and in a position to observe them. It's not unreasonable to expect to be given routine clerical tasks during your internship, but if you find yourself having difficulty finding meaningful marketing experiences or relating your assigned tasks to marketing concepts, you must let me know immediately. The success of your internship paper depends on your having relevant experiences where the marketing concepts being employed are clear enough for you to write about.

My role is to support you through your internship and, therefore, you should not hesitate to ask for help or advice at any time if you feel you need it. In certain circumstances, I may contact you to discuss the internship, as well.

Internship Conferences

Each individual's internship experience can offer a valuable opportunity to see many of the countless ways that marketing theory finds its way into practice. Therefore, twice during the semester, I will convene a scheduled meeting with the semester's internship students for a roundtable discussion of the internship experience and how the lessons learned in the classroom are being transformed from ideas to action.

The value of these conferences cannot be overstated: in the dialogue that develops, students find a sharper focus for the content and substance of the internship paper; important connections between marketing theory learned in the classroom and the sponsor's activities emerge that may not have been readily apparent; any deficiencies in the comprehension of marketing concepts are identified; any questions about my standards and expectations will be answered. What happens in these meetings is the result of a dynamic exchange of information within the group; it cannot be duplicated in a one-on-one session with me. Therefore, your attendance is required. If you're unable to attend, you must provide a documented explanation, just as you would be expected to do for your employer. Failure to do so will impact your grade.

Following submission of internship paper, a third meeting may be scheduled with students on an individual basis, by phone or in person, if a review of the paper reveals persistent gaps in the student's comprehension of marketing concepts and/or an inability to connect theory to the sponsoring company's practice.

Supervisor Evaluation

At the middle and the end of the semester, your supervisor will be asked to evaluate your work (see the attached forms). High evaluations are the expectation. Normally these evaluations do not influence your final grade in the internship class. However, if your supervisor is unhappy with your performance, it may influence your grade.

These forms are included with this syllabus.

Due Dates are noted in on page 5 of this syllabus.

Student Evaluation

At the end of the term, each student will submit a personal evaluation of the internship experience (see the attached form). The completed form should accompany the final paper.

Internship Report

At the end of the semester, you will submit a final internship report that synthesizes what you learned about marketing from doing the internship. The final report is an opportunity to demonstrate the understanding gained from the internship experience and how it enhanced your comprehension of marketing concepts. It should be clear in the paper that you understand the company's marketing objectives and how they relate to its corporate and business objectives. The overall report should reflect the work performed during the internship and how your activities fit into the marketing plan as a whole in enough detail for me to make a proper evaluation. Attach your weekly summaries, evaluation forms and any other appendices that will better illustrate the work you did as an intern.

Reports are to follow the "Guidelines for Papers" posted on the website referenced on page 1. Please read this document carefully and adhere to the formatting requirements. **References are not required for this paper.**

The internship report should include:

- a. Executive Summary
- b. Table of Contents
- c. Body of the Paper (10 to 15 pages long*)
- d. Appendices (including any exhibits that help you show what you did during your internship, a copy of each weekly summary, and your evaluation forms).

* Please do not ask for more specificity in terms of the number of pages expected in the body of the paper. I evaluate your work based on its substance, not its length. It's doubtful that you could produce anything of sufficient substance with fewer than 10 pages in the body of the paper.

Instructor Evaluation

My evaluation of your work will be based upon everything I know about your internship and what you've learned from it. The primary source of information in determining your final grade will be the final internship report. However, failure to attend scheduled conferences, turn in weekly progress reports, or receipt of negative supervisor evaluations will hurt the final grade.

Course Evaluations

Because your internship is considered an Internet course, there is no opportunity to complete hard-copy course evaluations at the end of the semester. Student feedback for an Internet course is just as important as it is for any other course, but the response rate for on-line evaluations has been low. As a result, the College of Business Administration now requires that all faculty teaching on-line courses establish a mechanism to insure that their students complete the on-line student evaluation forms. Therefore, completion of the course evaluation is now a requirement.

You will receive a notice via BlackBoard or e-mail when the online evaluations have been made available at the end of the semester. Availability of the evaluation is temporary and once the deadline for completion passes, I will receive a list of students who have and have not complied with this requirement. Please be assured that your evaluation responses are anonymous, just as they are in non-Internet courses, and I do not see the results of the course evaluation until long after final grades have been posted.

Failure to complete the on-line course evaluation will result in a 10-point reduction of your final score for the class, equivalent to a drop of one letter-grade.

Important Dates

DAY	DATE	DUE
Friday	September 12, 2008	First Weekly Report
Tuesday	September 23, 2008	Internship Conference #1 Location: KH 335, 4:30 PM
Tuesday	October 28, 2008	Internship Conference #2 Location KH 335, 4:30 PM Supervisor Evaluation #1
Friday	November 21, 2008	Final Weekly Report (Week #11)
Wednesday	November 24, 2008	Internship Paper Supervisor Evaluation #2 Student Evaluation

Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information. The Code is available online at http://www.studentaffairs.uno.edu/studentpolicies/policy_mainframe.html.

Accommodations for Students with Disabilities

Students who qualify for services will receive the academic modifications for which they are legally entitled. It is the responsibility of the student to register with the Office of Disability Services (UC 260) each semester and follow their procedures for obtaining assistance.

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors to discuss their individual needs for accommodations.

Student Evaluation of Internship Experience

UNO Department of Marketing & Logistics

Student Name _____ Date: _____

Internship Organization _____ Supervisor: _____

Please rate the following (Items that do not apply should be marked N.A. - Not Applicable):

Excellent Good Fair Poor N.A.

Guidance from intern sponsor	_____	_____	_____	_____	_____
Participation on projects	_____	_____	_____	_____	_____
Development of marketing skills	_____	_____	_____	_____	_____
Exposure to meetings and activities	_____	_____	_____	_____	_____
Development of personal portfolio	_____	_____	_____	_____	_____
Executive contact opportunities	_____	_____	_____	_____	_____
Enhancement of writing confidence	_____	_____	_____	_____	_____
Value of semester project	_____	_____	_____	_____	_____

What did you like best about your internship?

What did you like least about your internship?

In your opinion, did your internship significantly increase your understanding of professional marketing practices? Please explain.

Student Intern's Signature: _____

Marketing Internship
Supervisor Evaluation Form #2
 UNO Department of Marketing & Logistics

Student Name: _____ DATE: _____

Intern Organization: _____ Department _____

	POOR		EXCELLENT		
	1	2	3	4	5
Student's ability to understand and follow employer's instructions.					
Student's level of enthusiasm for assignment.					
Student's ability to work within the employer's environment.					
Student's work quality with clients or customers.					
Student's problem-solving ability.					
Student's willingness to accept challenges.					
Student's timeliness in completing assignments.					
Student's verbal skills with employer, employees and customers.					
Student's written skills with employer, employees and customers.					
Student's attitude with employer, employees and customers.					
Student's ability to deliver good customer service.					
Student's willingness to ask questions.					
Student's self-motivation and self-discipline.					
Student's initiative in learning new skills.					
Overall Student Rating					

Areas for Student to Improve or General Comments: _____

Sponsor Recommendations for Faculty: _____

Sponsor Signature: _____ Date: _____

Student Signature: _____ Date: _____

Template for Weekly E-Mail Summary

To: Lisa Palumbo <lisa@audiblevision.com>
From: Your Name <yourname@uno.edu>
Subject: Fa08 Internship: Audubon Zoo - Week #1

Professor Palumbo,

I am working in the Marketing Department at the Audubon Zoo. This week, I worked with the director of Public Relations on a number of tasks. I helped write a press release related to an upcoming public event at the zoo. I researched and updated the media list that will be used to release the press release. I attended the department's weekly staff meeting where I was assigned the ongoing duty of updating the company-wide database event client list as well as maintaining the department's contact database. I also learned how to run Dun and Bradstreet reports to find financial information and credit histories on potential corporate clients. In addition, I performed tasks such as reproduction and distribution of documents and other paper work, mail outs to clients, departmental errands and renewal of advertisements and subscriptions. I am still in the learning stage and will acquire more involved projects as time goes on.

Name
Address
Phone(s)
E-Mail