

MKTG 480 MARKETING PRACTICUM

Syllabus and Internship Agreement

Finance and Marketing Department, College of Business and Economics

Western Washington University 98225-9073

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Overview of the Marketing Practicum

The Practicum, or Internship Program, provides an opportunity for students to gain practical experience in a professional work setting as part of their academic program in the Department of Finance and Marketing at Western Washington University. Most student interns are completing their last year of the Marketing Concentration and have had at least three marketing courses prior to beginning the internship (see **Student Eligibility Criteria**). The student intern is expected to work a total of 160 hours (4 weeks full-time or a minimum of 16 hours per week for 10 weeks) under the direct supervision of qualified working professionals in order to earn four units of academic credit. Students can enroll for internship credit during any quarter of the year.

Each internship is customized to suit the needs of the organization and the student. The Practicum is most valuable to the student intern if a variety of duties are assigned and if the intern is considered a “professional” in training. A contractual Agreement is entered into by the student, the organization supervisor, and the faculty supervisor (sample attached). This Agreement includes a job description, work schedule, evaluation procedures, and the amount of financial remuneration offered to the student.

Department Policy on Internships

- Firms must meet certain criteria before they can be considered as an internship site: (1) the firm must be a licensed business operating from a building in an area zoned for business/commercial purposes; (2) the on-site supervisor must have qualifications that are commensurate with his/her role as a marketing professional and mentor.
- Students may not do an internship provided by a relative or in a company owned by a parent or relative.
- Students may not do an internship in their place of present employment unless they are (1) formally transferred to another department, which is (2) separate from the department in which they are employed, (3) the department is under the direction of a different supervisor, and (4) the internship is directed by a person who is a professional in some aspect of marketing.
- Students may not receive retroactive credit for internship work performed.
- Students may not spend more than 10% of their time on personal selling/sales calls.

Student Eligibility Criteria

To be eligible for Practicum credit a student must:

1. have been accepted as a CBE Major;
2. have a 2.75 or better GPA in the Major;
3. have completed MKTG 380 (Principles of Marketing), MKTG 381 (Marketing Research) and MKTG 382 (Consumer Behavior).

Note: additional preparation or prerequisites may be required for some internships. For example, a student planning an internship at an advertising agency would be required to complete MKTG 483 (Marketing Communications/IMC) prior to beginning the internship.

Internship Requirements

Preliminary Steps:

1. Meet with your major faculty advisor and me to discuss your career goals and the type of internship that is best suited to helping you meet these goals. Prepare a **one page reflective essay** on topic with rationale for type(s) of internship sought (e.g. ad agency, marketing research firm) and locale.
2. With the assistance of your faculty advisor and me, determine whether you meet the eligibility criteria noted above.
3. With career goals in mind, **review/revise resume** prior to submission to internship employers; I will approve final draft. Take the **Career Center class** on interviewing, etiquette.
4. **Search For & Select Internship.** You are responsible for finding your internship, although I will determine whether this internship meets departmental standards (see **Department Policy on Internships**). Check with my listserv, the Career Center, and bulletin boards in Parks Hall for suggestions.
5. **Complete Internship Agreement Form** (attached). This must be completed and signed by the student, me, and the organization supervisor before you can register for the course. You are responsible for ensuring that each of the signatories to the Agreement receives a copy. Several weeks may be required to complete this form to the satisfaction of all parties involved, so make sure to allow time for this process.

Before the Internship Begins:

1. **Submit Forms.** Prior to beginning the actual internship, the following forms must be submitted to me: (1) The first page of the Internship Agreement form, including all contact information, start/end dates and formal job description; and (2) a copy of your transcript, demonstrating that all eligibility requirements have been met. In most cases, these forms must be submitted prior to course registration.
2. **Registration.** Once I approve and sign the Agreement, I will give you permission to register for the course. Registration is by Instructor Approval only.

During the Internship:

1. **Initial Meeting With Organization Supervisor.** An initial meeting will be arranged during the first two weeks of the internship so that the instructor, student, and the on-site internship supervisor can review the Agreement. This is an informal, “get-to-know” meeting. Subsequent visits may be arranged to discuss your progress.
2. **Daily Journal.** Keep a journal record of tasks performed each day. Include copies of all work performed. You will need this external memory aid!
3. **Weekly Meetings With Faculty (me).** These oral “progress reports” keep me up-to-date and allow you to voice any concerns or questions regarding the internship. In-person meetings are required if you have an internship in the Bellingham area or if you are on campus part of the week. Bring your journal and samples of your work to these meetings. Failure to meet with me may result in a failing grade.
4. **Critique Sessions With Organization Supervisor.** Make sure you and your organization supervisor establish regular weekly meetings for the exclusive purpose of critiquing your performance. These sessions will also allow you to discuss opportunities for making your internship of maximum benefit to you.

5. **Midterm Evaluation From Organization Supervisor** A formal letter should be submitted to me midway through the internship. The letter should confirm that you satisfactorily completed 80 hours of internship under his or her direct supervision. The letter should also evaluate your performance relative to the goals/learning objectives set out in the Internship Agreement.

After the Internship:

1. **Final Letter Of Evaluation From Org. Supervisor.** A formal letter should be submitted to me at the end of the internship. This letter should confirm that you satisfactorily completed 160 hours of internship under his or her direct supervision. This letter should also mention the quality of the work completed relative to the objectives stated in the Internship Agreement..
2. **Final Report (Portfolio Of Work Performed).** You must submit a professional, concise document to the organization supervisor and to me at the end of the internship that describes the internship activities and responsibilities. This report should communicate to a potential employer what skills you have developed during your internship. The Guidelines for Completing Your Portfolio are available on my web site (www.wvu.edu/~bryce) .
3. **Completed Journal.** Your completed daily journal should be bound and given to me for review with the portfolio. Do NOT include your journal in the portfolio, but submit it under separate cover.
4. **Exit Survey.** This form, to be completed after the internship and before you can receive academic credit, is used to gain feedback from you regarding the benefits of participating in an internship. You will also be asked to provide me with an email address so that I can contact you after graduation to assess whether the internship experience has contributed to a successful job search and current job performance. The form can be downloaded from my website.
5. **Grade For The Internship.** The grade received is based on [a] the weekly meetings with me, [b] the final portfolio, and [c] the two letters of evaluation submitted by the organization supervisor.

Date _____

**MKTG 480 MARKETING PRACTICUM
INTERNSHIP AGREEMENT**
between
DEPARTMENT OF FINANCE and MARKETING
WESTERN WASHINGTON UNIVERSITY
and

Name of Organization _____

Address _____

Internship Supervisor _____

Title _____ Telephone _____

Email _____ Fax _____

The organization agrees to accept as a student intern for (Quarter/Year) _____

Student Name _____ ID# _____

Current Address _____

Telephone _____ Email _____

Faculty Supervisor Wendy Wilhelm Title Professor of Marketing

Address CBE, MS9073, WWU 98225 Telephone 360 650-4816

Email Wendy.Wilhelm@wwu.edu Fax 360 650-4844

Work Schedule

Start Date _____ End Date _____ Hours/Week _____

Minimum of 160 hours for 4 credits

Internship Area

(check all that apply)

Advertising _____ Marketing Research _____ Public Relations _____

Production _____ Creative _____ Event Planning _____

Sales Promotion _____ Media Planning _____ Other _____

Web Site Design _____

Job Description

Please attach a typed job description.

Minimum Requirements:

- production of several written documents (e.g. marketing plan, marketing research report, web site, press releases);
- one formal presentation on an assigned project;
- responsible for one project from start to finish that requires initiative and teamwork.

Financial Assistance provided to student (specify): _____

Meetings with Faculty Member: _____

Meetings with Employer: _____

Midterm Evaluation _____ **Final Evaluation** _____
Letter (from Employer) **Letter** (from Employer)

Due Date for Final Portfolio and Journal: _____

Signatures:

(date) _____
(Student Intern)

(date) _____
(Organization Supervisor)

(date) _____
(Faculty Supervisor, Professor Wendy Wilhelm)