

**Texas A&M University – Central Texas**  
**MKTG5388 – Marketing Internship**  
**Fall 2017**

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**Instructor:** Dr. Monica (Shuqin) Wei, Assistant Professor of Marketing

**Office:** Founder's Hall 318D

**Department Phone:** (254) 519 – 5437

**Office Phone:** (254) 519 – 5430

I will be available to answer questions by phone during office hours listed below. If your call is unanswered, please reach me at my “tamuct” email address listed below to schedule a meeting.

**Email:** [shuqin.wei@tamuct.edu](mailto:shuqin.wei@tamuct.edu) (**preferred method of contact**)

**Office Hours:** Wednesday 1:00–6:00PM or by appointment

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**COURSE DESCRIPTION:**

This internship includes a student at the graduate level. The position requires approximately 16 hours per week. This internship can be utilized as course credit for the MBA Marketing elective. Dr. Wei is the faculty sponsor for this internship. The intern will work with several teams, including various marketing initiatives at the University of Mary Hardin Baylor (UMHB). The intern will be directly supervised by the UMHB President & Chief Executive Officer, and also work with the Senior Vice President for Administration & Chief Operating Officer.

The intern will also work with coordination teams as well as marketing teams to promote special events. In order to gain a thorough understanding of business practices, university marketing strategies and management experience, the intern will participate in job shadowing of supervisors. The intern will also work with the Vice President for Communications and Special Projects. If time allows, the intern will also work with Vice President for Human Resources.

In addition to additional departments within the university, the intern will participate in six major marketing events throughout the semester.

1. Celebration for Football Championship “Join the Tradition”
2. Grand Opening of the Performing Arts Center
3. Communication and correspondence with donors and other University Friends
4. CRU Secret Weapon Down Syndrome Awareness Event
5. Homecoming Planning Committee
6. Various Admissions and Recruiting events, including traveling to Recruiting Events.

## **COURSE OBJECTIVES:**

Upon successful completion, the internship student will be able to:

- Apply marketing theories and frameworks to strategically strengthen UMHB's multifaceted marketing initiatives.
- Gain extensive exposure to senior UMHM management in daily operations.
- Participate in both the planning as well as execution of major UMHB events.
- Experience and explain the complexity of planning large-scale events from a marketer's perspective.
- Work collaboratively in a small team with hands-on projects.
- Understand how to be productive in business meetings.
- Communicate effectively with the marketing department.
- Meet deadlines for assigned projects.
- Practice professionalism in the working environment.

## **COURSE PREREQUISITES:**

A basic class in Marketing at the graduate level (achieved a grade of C or above).

## **REQUIRED TEXTBOOK:**

None.

## **CLASS FORMAT:**

Canvas utilization is not a requirement of this internship. The internship student will be required to work 16 hours a week at the specified organization – be physically present at the organization to complete the tasks outlined in this syllabus. The internship student must submit the assignments to the instructor to reflect on what has been learned during the course of internship to obtain course credits. Written assignments will be submitted via email or in person, as appropriate. The final presentation will be delivered in person.

## **STUDENT-INSTRUCTOR INTERACTION:**

Emailing is the best way to reach me. I am usually very quick in replying emails (same-day reply). Feel free to stop by my office during my office hours to ask questions related to the internship or update me of your progress. If you cannot make it to my office hours, you may email me to make an appointment.

## COURSE REQUIREMENTS AND GRADING:

Grades will be determined based on the following criteria:

<b>Grading</b>		
<b>Requirements</b>	<b>% of Grade</b>	<b>Points</b>
Completion of Agreed Tasks	60%	600
Reflective Learning Assignments	20%	200
Experience Journal	10%	100
Final Reflective Learning Presentation	10%	100
<b>Total</b>	<b>100%</b>	<b>1000</b>

Course grades will be assigned according to the following schedule:

90 % or higher (900-1000 points)	= A
80% - 89.9% (800-899 points)	= B
70% - 79.9% (700-799 points)	= C
60% - 69.9% (600-699 points)	= D
Below 60% (0-599 points)	= F

### **Completion of Agreed Tasks:**

The student must keep track of hours spent working at the organization each week. The organization should provide a memo (or something similar) to indicate that the students have completed agreed tasks at the end of the semester.

### **Reflective Learning Assignments:**

The internship student will submit two (2) **write-ups** reflecting on what has been learned. This will be a **critical analysis** of several elements involved – people, physical aspects, and processes. The Reflective Learning Assignment will include skills, principles, and practices learned through specific job-related experiences as well as key observations of management skills, nuances, and effectiveness. It will also include formal leadership observations as well as informal leadership characteristics. The written assignment will also detail marketing initiatives of the university including how those activities contribute to the overall marketing goals, from both macro and micro perspectives.

### **Experience Journal:**

The student will type a chronological **journal**, including dates, times, name and position of key personnel, and specific job responsibilities, as well as project worked on, specifically as they relate to UMHB's marketing objectives. This journal will be submitted at different times throughout the semester. The last journal will be submitted after the last day of the internship. In addition to specific tasks/activities, the intern will expound on the feelings associated with the work experience and what led to those feelings. This will add a qualitative perspective to the job experience.

The internship student must keep **some sample work** delivered for the organization (e.g., the marketing materials designed for the organization). The work can be shown to the instructor electronically or in person, as appropriate.

### **Final Reflective Learning Presentation:**

At the end of the semester, the internship student must deliver a comprehensive oral presentation to the instructor, integrating various learning experiences into one prominent theme, Marketing. How does each experience relate to and contribute to Marketing? The student should reflect on a deepened understanding of what Marketing really is and what a career in Marketing really is through critically assessing various experiences (both positive and negative ones). The presentation will include efficiencies, inefficiencies, as well as effective and ineffective practices. It will also include lessons learned in marketing, management and professionalism.

### **Calendar**

The student will work:

Thursday and Fridays, 8:00 A.M. – 5:00 P.M.

August 24 – November 17

Total Hours: 208 hours

Journal Submissions – September 3rd, October 1<sup>st</sup>, October 22<sup>nd</sup>, November 17th

Reflective Learning Assignment #1 – to be submitted September 24<sup>th</sup>

Reflective Learning Assignment #2 – to be submitted October 29<sup>th</sup>

Final Oral Presentation – to be presented during the first week of December.

## **OTHER IMPORTANT INFORMATION:**

### **Drop Policy**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop\_Request\_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### **Academic Integrity**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

### **The University Writing Center**

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at

bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

### **Access & Inclusion**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

### **Tutoring**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [lldavis@tamuct.edu](mailto:lldavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

## **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

## **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password

## Technology Support

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

## 911 Cellular

Emergency Warning System for Texas A&M University – Central Texas

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

**MARKETING INTERNSHIP  
OUTLINE AND CALENDAR  
FALL 2017**

(This schedule is subject to changes and corrections.)

Week 1: August 24, Thursday & August 25, Friday

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*Topics Covered*

*Meet with HR, Parking Permit, ID, letter of Confidentiality*

*Orientation*

*Meet staff*

*Dr. O'Rear to introduce Football Marketing Team and begin preparations for opening season first game marketing efforts*

Week 2: August 31, Thursday & Friday, September 1

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*Topics Covered*

*Dr. O'Rear job shadowing*

*Continue First Game marketing effort*

Week 3: September 7, Thursday & Friday, September 8

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*Topics Covered*

*Job shadow Dr. Paula Tanner – Vice President Publicity*

*Finalize first game marketing details*

*Begin homecoming marketing*

***Submit Journal #1***

Week 4: September 14, Thursday & Friday, September 15

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*Topics Covered*

*Continue homecoming marketing activities*

*Job Shadow Dr. Theodore*

*Learn about Don Owens Lightning Interview*

Week 5: September 21, Thursday & Friday, September 22

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*Topics Covered*

*UMHB marketing support of Down Syndrome Awareness Month*

*Begin marketing Touch Downs event (D3football.com)*

*Cru Secret Weapon – Francesco*

Week 6: September 28, Thursday & Friday, September 29

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*Topics Covered*

*Marketing for the Performing Arts Center Grand Opening*

*Submit Reflective Learning Assignment #1*

Week 7: October 5, Thursday & Friday, October 6

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*Topics Covered*

*Continue Marketing for Performing Arts Center Grand Opening*

*Submit Journal #2*

Week 8: October 12, Thursday & Friday, October 13

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*Topics Covered*

*Admissions/Recruiting*

*Dr. Gary Lamm*

Week 9: October 19, Thursday & Friday, October 20

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*Topics Covered*

*Job shadow Dr. O’Rear*

*Work with Dr. Tanner on publicity for upcoming events*

Week 10: October 26, Thursday & Friday, October 27

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*Topics Covered*

*Work with Special Assistant to the President*

*Submit Journal #3*

Week 11: November 2, Thursday & Friday, November 3

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*Topics Covered*

*Job shadow Ms. Phyllis Rogers, Executive Assistant for UMHB Executive Offices*

*Submit Reflective Learning Assignment #2*

Week 12: November 9, Thursday & Friday, November 10

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*Topics Covered*

*Begin campus spring marketing agendas*

*Work with Admissions & Recruiting*

*Job Shadow Dr. Lamm*

*Don Owens*

Week 13: November 16, Thursday & Friday, November 17

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*Topics Covered*

*Employee Branding*

*Ms. Susan Owens*

*Final Job Shadow-Dr. O'Rear*

*Final Job Shadow-Dr. Theodore*

*Submit Journal #4*

*Final Presentation (First Week of December)*