



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

MKTG 4384 MARKETING INTERSHIP

Fall 2023

Texas A&M University-Central Texas

1. COURSE DATES, MODALITY, AND DESCRIPTION

This is an **internship** class. Students are required to be physically present at their internship workplaces to complete the assignment in this course. Students will also need to use the Texas A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com/>] to communicate and submit assignments in this course.

Prerequisite(s): MKTG 3301, Faculty Sponsorship, and permission of department chair.

2. INSTRUCTOR AND CONTACT INFORMATION

Course Instructor	Sunme Lee, PhD., Assistant Professor of Marketing
Office Location	Founders Hall, #217
Phone	254-501-5944 (Melanie Mason, Administrative Assistant)
Email Address	If you have any questions or concerns, please send an e-mail to sunme.lee@tamuct.edu . E-mail is <u>the preferred method</u> of communication, but I will regularly check the Canvas Learn (Canvas) classroom for Canvas Inbox.
Office Hours & Instructor Interaction	If you have any questions about this course, we can set up an appointment for a virtual office hour through MS Teams. Email is the best way to reach out to me. You can also send Canvas Inbox or <u>e-mail (preferred)</u> anytime; I usually respond to questions within 24 hours on weekdays and 48 hours on weekends.

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

SAFEZONE. SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly

for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
 - o [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
 - o [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp)
[https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

For updates on COVID information, please monitor the University [website](https://www.tamuct.edu/covid19/) [https://www.tamuct.edu/covid19/]

3. COURSE INFORMATION

3.1. Course Overview and description

Participate in a marketing-related position with a public or private business organization that is preapproved and supervised. Acquiring a new marketing-related position after approval of the internship or the approval of experiences beyond the scope of the student's present job.

3.2 Course Objectives

Course Objectives	Assessment Method in Class
1. Develop clearly defined learning objectives/goals related to the professional goals of the students' academic coursework. Obtain supervision and feedback by an experienced supervisor.	<ul style="list-style-type: none">• Learning objectives• Memorandum of Agreement• Internship manager's evaluation
2. Learn skills and knowledge transferable to other employment settings. Develop a greater understanding about career options while more clearly defining personal career goals.	<ul style="list-style-type: none">• Final report• Article reflection essay• Weekly reflective journal• Interview professionals
3. Develop and refine oral and written communication skills.	<ul style="list-style-type: none">• Weekly reports• Weekly reflective journal• Final report• Presentation
4. Experience the activities and functions of business professionals.	<ul style="list-style-type: none">• Weekly reports• Weekly reflective journal• Interview professionals
5. Apply the knowledge gained in the classroom. Identify areas for future knowledge and skill development.	<ul style="list-style-type: none">• Weekly reports• Weekly reflective journal• Final report

3.3 Required Reading and Textbook(s)

10 Essential Strategies to Succeed In Your First Job

<https://www.forbes.com/sites/maryabbajay/2019/04/22/10-essential-strategies-to-succeed-in-your-first-job/?sh=6376290c5740>

7 Pieces of Early Career Advice

<https://www.forbes.com/sites/forbesbusinesscouncil/2022/08/22/7-pieces-of-early-career-advice-i-wish-id-had/?sh=5d9aee66d5b2>

4. COURSE REQUIREMENTS

A syllabus serves as an instructional and study planning document for both faculty and students. Although every effort will be taken to complete the semester according to the syllabus, it may become necessary to make certain changes to better facilitate the academic environment. In such an event, changes will be announced through Canvas.

4.1. Learning Objectives and Memorandum of Agreement (5%) (See Appendix A.)

Your internship manager and you are requested to specify three learning objectives related to your internship. These objectives will assist you, your internship manager, and your faculty member to evaluate your performance and learning at the end of your internship. Your learning objectives need to be specific, tied to a result, measurable, and have an end date before your internship ends. For example:

- I want to attain competency in using Microsoft Excel to perform financial analysis on my company.
- I want to gain knowledge in how to establish and maintain solid customer relationships by attending customer events and meetings, and by listening in on and participating in phone conversations.

A standardized letter to your internship manager and a form that needs to be signed are included in the appendix of this syllabus and emailed back to your faculty member.

4.2. Weekly Report (25%)

At least ½ page each week, topic listed below by specific due dates.

No.	Topic
1.	After reading the two listed articles, you should write a short essay about which factor(s) is the most relevant to your internship and how you would develop other factors during the internship.
2.	Explain the organizational structure of the organization and explain how the Marketing Department fits into that structure.
3.	Research what is the product (or service) offering? What is the value being offered? What is the target market? What segment is being targeted?

4.	Are there any marketing campaigns going on? How are new campaigns designed? Are there teams? Is there a manager handling all teams or are different managers handling different teams? Please describe the type of manager that you work for. What kind of traits do you identify in the leadership at your company? What traits will you emulate?
5.	Relate three aspects of your internship position and/or internship organization to lessons you learned in business courses. Is there anything you experienced that contradicted what you learned in class, and inversely anything that supported it.

4.4. Weekly Reflective Journal (25%) (See Appendix B.)

An excellent way to process what students are learning during your internship is to write about your experiences on a regular basis. Appendix A provides a guide for preparing your journal entries.

4.3. Updated Resume (5%)

You must submit an updated resume that includes your internship experience. You will have to work with Career Development Center <https://www.tamuct.edu/cpd/index.html>.

4.4. Midterm Report (20%) (See Appendix B.)

The midterm report entails your reflection on your advancement towards the initial internship learning objectives, highlighting accomplishments, hurdles, and the application of classroom teachings. Furthermore, you will engage in a meeting with me to converse about your experiences and to obtain advice in resolving any encountered challenges during your internship. This evaluation offers a holistic view of your internship progression and your ability to merge theoretical principles into real-world professional situations.

4.4. Interview a Professional (5%) (See Appendix C.)

Students will explore different marketing career paths through research, interview a marketing professional in one of these paths, and reflect on the alignment between these insights and their personal career goals. By conducting interviews and analyzing the gathered information, students will gain practical insights into the real-world aspects of various marketing roles.

4.4. Final Report (20%)

Please answer the following questions and prepare a written report of approximately 1,000 words in total. Please use headings, images, charts, that will improve readability.

- Were you able to achieve your personal objectives during this internship? Is there a reason why, or why you didn't achieve your personal objectives? Please write about the goals you set in your academic contract, with specific things that occurred during your internship. Did your goals change

as time progressed?

- How would you summarize your most important contribution at your company?
- Have you decided to change your university or career goals based on this internship? If you have, how?
- How did this internship experience affect your personal growth?
- In what way could your internship be improved upon?
- How have your personal strengths been improved or discovered during your internship?
- Where and how do you need to improve?
- Was the company you worked at an ideal place to learn? How so or why was it not?
- What advice would you give to new interns?

4.5. Final Presentation (10%)

You will need to make PPT slides deck (5-10 slides) and add narration to PPT. You will be asked to summarize relevant elements of your internship experience. For more information about how to add narration to PPT, use this YouTube video:

<https://www.youtube.com/watch?v=QZp3jumWUg>.

4.6. Internship Manager's Evaluation (10%)

The internship manager will be provided with a link to evaluate the intern at the conclusion of the internship.

4.7. Grading Criteria Rubric and Conversion

Learning Objectives and Memorandum of Agreement (signed by a manager)	5%
Weekly Report (Five weeks)	20%
Weekly Journal (Five weeks)	25%
Interview a Marketing Professional	5%
Updated Resume	5%
Midterm Report	10%
Final report	10%
Final presentation	10%
Internship Manager's Evaluation	10%
Total	100%

Final letter grades will be based on the following scale:

A [100%, 90%), B [90%, 80%), C [80%, 70%), D [70%, 60%), F [0%, 60%)

4.8. Posting of Grades

All students grades are anticipated to be posted in the Canvas Grade book. Students should monitor their grades through this tool and report any issues or concerns immediately.

4.9. Grading Policies

Submission of Assignments – Late Submission

All assignments must be submitted uploaded in the assignment section on Canvas by the date

when they are due. Late submissions lose 50% of potential points for the assignment. Losing 50% is a failing grade. Don't be late. The consequences are severe.

Occasionally, a student will miss a deadline because of a verifiable prolonged illness or emergency. Such a student should meet with Dr. Lee to discuss the illness or emergency and to receive a make-up assignment. In such cases the make-up assignment may differ from the class assignment.

Plagiarism: A student who turned in a plagiarized assignment will receive a failing grade "F" and a referral to Student Affairs. However,

5. COURSE OUTLINE AND CALENDAR

Week 1 - Course Overview

Things to do	Points	Due Date	Location	Complete?
Learning Objectives and Memorandum of Agreement	50 pts	Sep 1, Friday,11:59 pm	Assignment > Overview	Yes / No

Week 2

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 1	40 pts	Sep 8, Friday,11:59 pm	Assignment > Weekly Report	Yes / No

Week 3

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 2	40 pts	Sep 15, Friday,11:59 pm	Assignment > Weekly Report	Yes / No

Week 4

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 3	40 pts	Sep 22, Friday,11:59 pm	Assignment > Weekly Report	Yes / No

Week 5

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 4	40 pts	Sep 29, Friday,11:59 pm	Assignment > Weekly Report	Yes / No

Week 6

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 5	40 pts	Oct 6, Friday,11:59 pm	Assignment > Weekly Report	Yes / No

Week 7

Things to Do	Points	Due Date	Location	Complete?
Interview with Professional	50 pts	Oct 13, Friday,11:59 pm	Assignment > Career Development	Yes / No

Week 8

Things to Do	Points	Due Date	Location	Complete?
Midterm Report	100 pts	Oct 20, Friday,11:59 pm	Assignment > Midterm Report	Yes / No

Week 9 - Course Overview

Things to do	Points	Due Date	Location	Complete?
Reflective Journal #1	40 pts	Oct 27, Friday,11:59 pm	Assignment > Journals	Yes / No

Week 10

Things to Do	Points	Due Date	Location	Complete?
Reflective Journal #2	40 pts	Nov 3, Friday,11:59 pm	Assignment > Journals	Yes / No

Week 11

Things to Do	Points	Due Date	Location	Complete?
Reflective Journal #3	40 pts	Nov 10, Friday,11:59 pm	Assignment > Journals	Yes / No

Week 12

Things to Do	Points	Due Date	Location	Complete?
Reflective Journal #4	40 pts	Nov 17, Friday,11:59 pm	Assignment > Journals	Yes / No

Week 13

Things to Do	Points	Due Date	Location	Complete?
Reflective Journal #5	40 pts	Nov 24, Friday,11:59 pm	Assignment > Journals	Yes / No

Week 14

Things to Do	Points	Due Date	Location	Complete?
Update your resume	50 pts	Dec 1, Friday,11:59 pm	Assignment > Career Development	Yes / No

Week 15

Things to Do	Points	Due Date	Location	Complete?
Internship Experience Report	100 pts	Dec 8, Friday,11:59 pm	Assignment > Final	Yes / No
Final Presentation	100 pts	By Appointment	Assignment > Final	Yes / No

Week 16

Things to Do	Points	Due Date	Location	Complete?
Internship Manager's Evaluation	100 pts	Dec 15, Friday,11:59 pm	Assignment > Final	Yes / No

- o **Important University Dates**

Check important university dates from the current Academic Calendar here:

<https://www.tamuct.edu/registrar/academic-calendar.html>

6. TECHNOLOGY REQUIREMENTS AND SUPPORT

6.1. Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com/] or access Canvas through the TAMUCT Online link in myCT [https://tamuct.onecampus.com/]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

6.2. Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

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

6.3. Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

6.4. Other Technology Support

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: 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.

7. UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

7.1. Academic Accommodations

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 Warrior Center for Student Success, Equity 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](#) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

7.2. 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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the student conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html),
[https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0),
[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

7.3. Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdpId=https://eis-prod.ec.tamuct.edu:443/samlso&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f53b8369e-0502-4f36-be43-f02a4202f612].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed 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.

7.4. Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant, experiencing pregnancy-related conditions, and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

7.5. Tutoring

Tutoring is available to all A&M-Central Texas students, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching

contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu.

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](https://tutormatchingservice.com/TAMUCT) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall.

Chat live with a remote tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

7.6. University Library & Archives

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 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 24 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 virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments) [https://tamuct.libcal.com/appointments]. 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/index) [https://tamuct.libguides.com/index]

7.7. University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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 UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor 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 if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

8. OTHER POLICY STATEMENTS

8.1. A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

8.2. Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](#) online

[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](#) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

8.3. Copyright Notice

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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Appendix A.

Dear Internship Manager

I am happy that you have accepted to work with one of our students. I would like to request that you assist her to determine the learning objectives for this internship. These learning objectives are used in the evaluation of their internship performance at the end of their internship. The individual objectives should be specific, tied to a result, something that can be measured, and have an end date before the internship ends.

- Example: attain additional competency in using Microsoft PowerPoint in creating sales and marketing presentation which will be critiqued by my manager and used by my company.
- Example: gain knowledge in how to establish and maintain solid customer relationships by attending client meetings, listening in on and participating in phone conversations, and assisting in marketing events with feedback given.

The student will tentatively write the learning objectives and show them to you for your approval and/or revision. Please verify that the learning objectives are obtainable and relevant to this internship. After you review these learning objectives, if you approve, please complete and sign the form that is provided after this letter. It is acceptable to change the learning objectives during the internship; you do not need to resubmit the agreement. Thank you for your support with this internship.

Sincerely,

Sunme Lee, Ph.D.
Assistant Professor of Marketing
Texas A&M – Central Texas
College of Business Administration
sunme.lee@tamuct.edu

Memorandum of Agreement

Date: _____

Re: Learning Objectives

This letter is an official agreement of understanding between the internship manager and me. I will be employed (or volunteer) with _____. My internship manager is _____. **The relevant dates involved are approximately _____.** My learning objectives during this internship:

- 1.
- 2.
- 3.
- 4.
- 5.

Student Name

Internship Manager's Name

Student Signature

Internship Manager's Signature

Appendix B. Assignment: Mid-Term Checkpoint

Assignment Description:

For this assignment, you will conduct a mid-term reflection on your progress towards the learning objectives set at the beginning of the internship. This reflection will provide an opportunity to assess your experiences, accomplishments, challenges, and the alignment of your internship activities with your academic goals. Additionally, you will meet with the instructor to discuss your experiences, seek guidance, and address any challenges you might be facing.

Assignment Tasks:

Part 1: Reflection (500-600 words)

1. Review the learning objectives you set for yourself at the start of the internship.
2. Evaluate your progress towards each objective. Have you achieved them partially, fully, or not at all? Provide specific examples.
3. Reflect on any unexpected experiences or tasks you've encountered during the internship. How have they contributed to your learning and personal growth?
4. Identify and discuss any challenges you've faced during the internship. How have you approached these challenges, and what strategies have you used to overcome them?
5. Analyze the connection between your academic coursework and your internship experiences. How has your coursework prepared you for your internship, and how have your internship experiences enriched your understanding of your coursework?

Part 2: Meeting with the Instructor

1. Schedule a meeting with the instructor to discuss your mid-term reflection.
2. During the meeting, share your insights from the reflection and discuss your experiences, achievements, and challenges. Be open to receiving feedback and guidance.
3. Use the meeting as an opportunity to seek advice on any aspects of the internship you're uncertain about or need assistance with.
4. Address any questions or concerns you have regarding your internship or the course.

Assignment Submission:

1. Write your reflection in a clear and organized manner, ensuring that you address all the tasks outlined in Part 1.

2. Submit your reflection as a document through the Canvas Learning Management System by the specified deadline.
3. Your meeting with the instructor will not require a formal submission, but be sure to take notes during the discussion to refer back to later.

Grading Criteria:

- Comprehensive reflection on progress towards learning objectives (40%)
- Depth of analysis regarding experiences, challenges, and academic connections (30%)
- Effective communication and organization of ideas (20%)
- Active participation and engagement during the meeting with the instructor (10%)

****Note:**** Your reflection should demonstrate critical thinking, self-assessment, and the ability to connect your internship experiences with your academic goals. The meeting with the instructor is meant to provide personalized guidance and support, so come prepared with questions and topics you'd like to discuss.

Appendix C: Exploring and Interviewing for Marketing Career Paths

Assignment Description:

As you progress through your marketing internship, it's important to gain a broader perspective on potential career paths within the field. In this assignment, you will research various marketing career options, conduct an interview with a marketing professional, and reflect on how these insights align with your personal career goals.

Assignment Tasks:

Part 1: Researching Marketing Career Paths

1. Research and identify three distinct career paths within the field of marketing. These paths could include roles such as digital marketing specialist, brand manager, market researcher, social media manager, content strategist, etc.
2. For each career path you identify, provide a brief overview of the responsibilities, skills required, and industries commonly associated with that role.

Part 2: Conducting a Marketing Professional Interview

1. Identify a marketing professional who works in one of the career paths you researched. This could be someone within your internship organization, a contact from your network, or someone you find through research.
2. Prepare a list of insightful interview questions about their career journey, responsibilities, challenges, and advice for aspiring marketers.
3. Conduct the interview, either in person, over the phone, or through a virtual platform. Take notes during the interview.

Part 3: Reflecting on Personal Career Goals

1. Reflect on your current internship experiences and the skills you've been acquiring.
2. Consider the insights gained from the interview and how they align with your strengths, interests, and aspirations.
3. Write a paragraph for each identified career path, discussing how well it aligns with your personal career goals and aspirations. Highlight any skills or experiences from your internship and the interview that you believe would be particularly valuable in each role.

Assignment Submission:

Compile your research, a brief introduction of an interviewee, interview summary, and reflections into a well-organized document.

Grading Criteria:

- Thorough research and accurate identification of marketing career paths (20%)
- Clear overviews of the responsibilities, skills, and industries associated with each path (20%)
- Thoughtful interview questions demonstrating engagement and understanding (15%)
- Effective interview conducted and well-documented notes (15%)
- Thoughtful reflection on personal career goals and alignment with the identified paths and interview insights (20%)
- Writing quality, coherence, and organization (10%)

Note: This assignment provides an opportunity to connect with a marketing professional and gain firsthand insights into potential career paths. The interview task encourages you to take an active role in your learning and expand your understanding beyond research alone. Make sure to approach the interview professionally and thoughtfully, and consider the interviewee's experiences as valuable lessons for your own career journey.

Appendix D: Reflective Journals

Purpose of Reflective Journals

The Reflective Journals are the primary place for demonstrating meaningful reflection as you resolve problems and challenges, and document observations and feelings relating to your internship. The goals of the reflective journal are:

- To provide a forum for deep reflection on the internship experience (i.e. observations, projects/ tasks, challenges, etc.);
- To provide a venue for the Internship Instructor's constant monitoring, coaching, and assessment of the internship experience.

Guidelines for writing Reflective Journals:

Reflective Journals should be a **maximum of one (1) page, typed and double-spaced, 1" margins, and 12 point font**. The journal must address the topics below, and use "**headings**" to divide each reflection topic within your journal (e.g., Specific Tasks; Challenges & Resolutions):

- Specifics about jobs/tasks/projects accomplished, and how classroom knowledge has helped?
- Problems encountered with job assignments or work environment, and efforts towards resolution.
- Description about what is most impressive about your internship to date.
- Expectations for the following weeks.

Tip: It is recommended that you keep a daily log that documents your experience. Set aside at least 20 minutes, preferably at the same time each day, to write. Make writing in the journal a "habit" or the weeks will fly by and you will have little record of your experience for future reflection. Consider addressing the following questions on a daily basis:

- What did I learn today?
- What challenges or frustrations did I encounter today?
- How did I use critical thinking or problem-solving to address this issue?

Please make certain that the Internship Instructor receives the journal at the scheduled times.

Grading of Reflective Journals:

Satisfactory assessment of the Reflective Journal Entries are based on:

- Evidence of thoughtful reflection, critical thinking, problem solving, complex interpretation
- Demonstrated awareness of self in the work environment and the role of others
- Adherence to the writing guidelines for Reflective Journals and timely completion