



TEXAS A&M  
UNIVERSITY  
CENTRAL TEXAS

## MKTG 4384 MARKETING INTERSHIP I

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 <a href="mailto:sunme.lee@tamuct.edu">sunme.lee@tamuct.edu</a> . E-mail is <u>the preferred method of communication</u> , 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"><li>• Learning objectives</li><li>• Memorandum of Agreement</li><li>• Internship manager's evaluation</li></ul>
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"><li>• Final report</li><li>• Article reflection essay</li></ul>
3. Develop and refine oral and written communication skills.	<ul style="list-style-type: none"><li>• Weekly reports</li><li>• Final report</li><li>• Presentation</li></ul>
4. Experience the activities and functions of business professionals.	<ul style="list-style-type: none"><li>• Weekly reports</li></ul>
5. Apply the knowledge gained in the classroom. Identify areas for future knowledge and skill development.	<ul style="list-style-type: none"><li>• Weekly reports</li><li>• Final report</li></ul>

### 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%)

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 (50%)

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

No.	Topic
1.	After reading 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 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.

#### **4.3. Updated Resume (5%)**

You must submit an updated resume that includes your internship experience.

#### **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=QZp3jumnWUg>.

#### **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.

#### 4.8. Grading Criteria Rubric and Conversion

Learning Objectives and Memorandum of Agreement (signed by a manager)	5%
Weekly Report	50%
Updated Resume	5%
Final report	20%
Final presentation	10%
Internship Manager's Evaluation	10%
<b>Total</b>	<b>100%</b>

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%)

#### 4.9 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.

#### 4.10. 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	Jan 20, Friday, 11:00 pm	Assignment > Overview	Yes / No

### Week 2

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 1	100 pts	Jan 27, Friday, 11 pm	Assignment > Weekly Report	Yes / No

### Week 3

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 2	100 pts	Feb 3, Friday, 11pm	Assignment > Weekly Report	Yes / No

### Week 4

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 3	100 pts	Feb 10, Friday, 11 pm	Assignment > Weekly Report	Yes / No

### Week 5

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 4	100 pts	Feb 17, Friday, 11pm	Assignment > Weekly Report	Yes / No

### Week 6

Things to Do	Points	Due Date	Location	Complete?
Weekly Report 5	100 pts	Feb 24, Friday, 11pm	Assignment > Weekly Report	Yes / No

Week 7				
Things to Do	Points	Due Date	Location	Complete?
Updated Resume	50 pts	Mar 3, Friday, 11pm	Assignment > Career Development	Yes / No

Week 8 – Spring Break				
Things to Do	Points	Due Date	Location	Complete?
Internship Manager’s Evaluation	100 pts	Mar 10, Friday, 11pm	Assignment > Career Development	Yes / No
Final Report	200 pts	Mar 8, Friday, 11pm	Assignment > Final	Yes/ No
Final Presentation	100 pts	Mar 8, Friday, 11pm	Assignment > Final	Yes / No

- **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](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.*

## **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>].

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.

[[8](https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdId=https://eis-</a></p></div><div data-bbox=)



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](mailto: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 [WCOOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto: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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## 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.

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Student Name

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Internship Manager's Name

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Student Signature

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Internship Manager's Signature