What is the Marketing Internship for Credit Program all about?
This is a unique course that allows you to explore a certain career path, learn valuable workplace skills, broaden your knowledge about a particular area of marketing, and give you the chance to apply your marketing knowledge. Unlike a part-time job or a non-credit internship that is not affiliated with Chico State, the internship for credit program grants you 3 units for having a field-based learning experience. The essence of the Internship for Credit Program is that you continue to learn as you work. To a large degree, the education you receive from the internship is up to you. It is based on the quality of the position you have found and the decisions you make once on the job (e.g., asking for certain opportunities). Since you are getting academic units, we ask that you do some work above and beyond your normal working hours at the company. Our main objective is that you have an educational experience; therefore, you are going to be asked to do some outside reading, write a few papers, as well as complete a term project. All of these will be directly related to your internship position and should help you become a more intelligent marketer in the particular field in which you are working. The internship for credit course can be taken one time and grants 3 units for successfully fulfilling this field-based learning experience.

Course Requirements
- High quality marketing internship. Work a minimum of 10 weeks and at least 150 hours. Days and times need to be signed off by your supervisor. Provided is a timesheet for you to use. Each week, please have your supervisor complete this form. At the end of the internship, please make sure your supervisor faxes the time sheet and evaluation to me.
- Completed MKTG 305 (Principles of Marketing) and either 371 (Consumer Behavior) or 380 (Marketing Research)
- GPA of 3.0 or higher (GPAs down to 2.75 may be considered, but must be justified and then approved by the Marketing internship coordinator and the Chair of the Department.)

Communications with each other
Meetings: We will have two required “meetings.” These can be via telephone or in-person. The first will be after you have been in your internship for a few weeks and the second about four weeks later. These are opportunities for me to see how things are going, answer any questions you may have, check on your book selection and reading, as well as to discuss your term project. It is the student’s responsibility to initiate the meetings.

E-mail: We will also stay in touch by email (please make sure you have email access). In fact, a lot of our communication will be via email. Please make sure I have the email address you will be using.

In addition, I am happy to talk with you as often as you like to discuss how your particular internship or project is coming along. Please keep me informed about what you are doing at work and the progress of your project.

Article Write ups
Being an Intern
Read the articles “How to be a Savvy Intern” and “Working for Credit: How to Make the Most of a Semester Long Internship.” Read each article and write a brief summary of the articles including the four key things you learned. Tell me why these four topics were important to you and then discuss how you might put some of the ideas into practice? This assignment should be completed by the second week of your internship and emailed to me.

These articles can be found at: http://www.csuchico.edu/~kschifferle
Give Some Interesting Articles to Your Supervisor

Prior to our second “meeting” find two articles that you think are interesting enough to bring to the attention of your supervisor. Make a copy of the articles and give them to your supervisor for discussion. Tell him or her why you thought they were relevant and interesting. This is a great way to show your boss you are interested in the area and are really on top of things. Write a brief paper (2-3 pages) on the articles using the book paper guidelines (see below). I want to see the articles you have selected. Please provide a hyperlink to the articles, fax or mail me the articles. This assignment should be done about three or four weeks into your internship.

Book Assignment

- Book and Book Paper

As part of the internship for credit program you are asked to read a book related to your internship position. The exact book you read is to be determined by you, with input from me and your supervisor. Ask your supervisor for book suggestions. The idea is that you choose a book that will increase your knowledge about Marketing as it is applied in the company you are working for. Or, find a book that directly relates to the project you are going to work on. One thing I look for in a book is that it is fairly current. Please find a book that has been written in the last few years. Make sure I approve of the book before you start reading it by sending me the title and link to the book on Amazon or other online source. Once you have purchased your book, please get me a copy of the inside title page and the complete table of contents. The Book Assignment paper should be 5-7 pages (no more than 7), double-spaced, and typed.

GUIDELINES:
The book paper should include a brief summary of the book, and a critical analysis, with special attention paid to how the book applies to your internship. The paper is meant to be much more than a mere summary. The focus of the paper should be on why you felt the book was important and/or interesting, and in particular, include thoughts on how the information you gained from the book could influence your future behavior. Feel free to speculate. How did the book relate to your position and the company you are working for? What did you learn from the book? Perhaps the book contradicts something your boss said or you learned in a class - GREAT! - write it up. The idea is to show me you are thinking.

Term Project

As part of this course you are being asked to work on a term project. This can take a number of different forms and is something we will discuss as the term progresses. It would be best if the term project is directly related to a project you are working on for your company. If this is the case, you would take this project and write it up as a report. If you aren’t working on a single large project, we can decide on some other project for you. Typically, these take the form of some kind of research project. In the past students have done surveys for their company (e.g., customer satisfaction surveys), competitive and industry analysis, or, in order to learn more about the industry, company, and career path in the particular area, students have completed a handful of interviews (5-10) with people in the company.

Although not my preferred option, the term project could also be a paper that addresses the general marketing environment and marketing strategies in your particular area (e.g., tourism marketing, internet-based marketing, sports marketing, etc.). A paper such as this, that is more general in nature, will require evidence of substantial outside readings (e.g., at least ten references to quality articles/books).

ALERT! - Start thinking about what you want to do for your term project. The sooner you can discuss ideas with me and your supervisor, the better.

The term project will have two parts, a project proposal and the final paper.
- Project Proposal (Copy also goes to supervisor. Get feedback.)

A very brief (1-3 pages, typed, double spaced) description of your term project. The proposal should include the following sections: Introduction, Objectives, Method or Tasks, Outcomes (Make sure to give me a sense for what will be included in you final paper.) and Timeline (include the beginning and completion dates for the tasks needed to complete the project).

- Project Paper (Copy also goes to supervisor.)

Given the diversity of internships and types of projects, it is difficult to give specifics about the nature of the final paper. In general, I would expect that most papers will be 10-15 pages in length, typed, double-spaced. Most papers will likely following a standard report format (e.g., Executive Summary, Introduction, Background and Objectives, Method and Description of Tasks, Outcome(s), Conclusion, References). Make sure you have at least five references to articles relevant to your project.

Reflection Paper
The final paper for the course asks that you write up some reflections on your internship experience. Address the three primary things you learned from your internship. What did you really get out of it? What did you learn about marketing? How could you apply coursework to the position? How was the experience similar to or different than what you had learned in your courses? How did the experience differ from what you expected (good or bad)? What did you learn about business? About yourself? Reflect on your experience at the company. Force yourself to really think about what you truly learned from this internship experience. This should be a 3-5 page paper.

**Grading**
This is a credit/no credit course. All assignments must be completed in a timely fashion and meet the requirements of each task as outlined in the syllabus. As with any course, late assignments, incomplete assignments, or poorly done assignments will count against the student’s grade and may lead to a grade of no credit. In addition, I will be getting feedback from your supervisor. Any indication of a lack of professionalism (e.g., coming late to work) or poor work ethic (e.g., not completing tasks) will lead to not receiving credit for the course. Please type and proofread everything you turn into me.

First write-up of articles 100  
Second write-up of articles 100  
Book paper 150  
Project proposal 100  
Project paper 300  
Reflection paper 150  
Communication with Instructor 100

**Late Assignment Policy – (Make sure you read this!)**
This is a very self-motivated course and you need to be very careful not to let things fall through the cracks. Make note of the due dates for each assignment. One of the primary reasons students don't pass this class is that they just don't get work to me in a timely fashion. I use a one strike rule. If you miss the due date for an assignment, shortly thereafter I will contact you. If I still don't get the assignment, or you miss another due date you will not pass the course. I don’t want to be in the position of constantly reminding students that assignments are due and so have taken a firm stand on this issue. Be responsible and get work to me by the due date.

**Internship for Credit**
**Summary of Important Dates**
*(Dates may vary a bit given the start date or your particular internship.)*

<table>
<thead>
<tr>
<th>Subject</th>
<th>Due Dates</th>
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<tr>
<td>Write up of 1st set of articles (Being an Intern)</td>
<td>By September 10th</td>
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<td>Write up of 2nd set of articles (Articles related to your job.)</td>
<td>By September 30th</td>
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<td>Book choice due</td>
<td>By September 30th</td>
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<td>First meeting</td>
<td>Contact Me Between October 3-7th</td>
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<td>Project proposal due</td>
<td>October 21st</td>
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<td>Book paper due</td>
<td>Due by October 28th</td>
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<td>Second meeting</td>
<td>Contact Me Between November 7-10th</td>
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<td>Term paper due</td>
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<td>Reflection paper due</td>
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<td>Time sheet and evaluation due</td>
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**Time Sheet and End of the Internship Feedback from Supervisor**
Please have your supervisor complete and sign this time sheet each week. Also, at the end of the internship, please have your supervisor complete the short evaluation form. Ask your supervisor to fax the time sheet and evaluation form to me at the end of the semester. *Your grade will not be processed until I have this information.*
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Kathryn Schifferle, MBA
Fax: 530-343-2773

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<th>Day and Times Worked</th>
<th>Supervisor Signature and Date</th>
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End of Internships Evaluation
Internship Supervisor – Please provide a few comments about the intern’s sense of responsibility, reliability, and work ethic. Did the intern complete tasks in a professional manner? Please give me a quick sense how things went with this intern. Thanks.

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