MARKETING INTERNSHIP FOR CREDIT
MKTG 389C
INFORMATION SHEET AND APPLICATION FORM

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 a value-added educational experience; therefore, you are going to be asked to do some outside reading, write some 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 you are working.

Get to know more about yourself and about marketing. As an intern you could be involved in any of the following:

- Conduct a Competitive Analysis
- Development of a Marketing Plan
- Develop, Implement, and Evaluate a Direct Marketing Campaign
- Development of Web-Based Customer Satisfaction Survey
- Gain Knowledge of Personal Selling and Sales Force Management
- Get Involved in a Database Management Project
- Work on a Public Relations Campaign
- Write Press Releases and Compiling Media Lists
- Conduct Marketing Research
- Be Part of an Event Marketing Effort
- Evaluating Web-Based Sales Efforts

A high quality internship can provide invaluable experience to a student. You can learn a lot about marketing and yourself, while getting a competitive advantage in the job market.

The College of Business and the Marketing option strongly urge students to get business experience prior to graduation. Whether you do an internship for credit or do a non-credit internship, the experience can be highly rewarding. To register for non-credit internships, please contact Ken Naas at the Career Center, Student Services Building 270, 898-5253.
Marketing Internship for Credit
Information Sheet

Course Title: Internship in Marketing Practice (MKTG 389C)

Course Requirements
- 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.)
- High quality marketing internship
- Work hours: We expect the student to put in at least 150 hours of work. This can be working a minimum of 10 hours/week for 15 weeks, or more hours per week, but with a minimum of working for 10 weeks.

Objectives
The internship for credit course is designed to give the student a field-based learning experience in a professional work environment by (1) applying coursework to real-world situations and (2) analyzing and synthesizing the outside experience into a value-added learning experience by completing a series of readings, papers and a project.

Academic Course Content
The following items will be requested by each student in order to gain 3 units for the course. (For additional details on each, see a course syllabus.)
- Article Write-ups (two 2-3 page papers)
- Book Write-up (critical analysis and application paper, about 5-7 pages)
- Term Project (project specific to your internship experience, usually about 10-15 pages)
- Reflection Paper (about 3-5 pages)

The course work is to be completed during the internship experience.

Grading and Credits
- The Marketing Internship grants 3 academic credit hours. The course is graded credit/no credit.
- The course work needs to be completed during the internship, not after. If the work is not completed by the time the internship has ended, the student will not receive credit for the course. Work must be completed on time, typed, and follow the guidelines in the syllabus. Violations of these standards can lead the student to not receive credit for the internship.
- The Academic Internship Advisor will be in contact with your supervisor. Any indication of nonprofessional behaviors (e.g., showing up late to work, not completing work tasks, inappropriate language or behavior) will result in the student not passing the course.

Job Requirements
- The job should have a high level of professional content and significant opportunities for learning about marketing practice.
- It is critical that the internship position you find be more than mere administrative work and that you have a learning experience.
• Generally, a student may not be granted an internship for a currently held or a previously held position. However, if the internship involves a different division or department or a significant change in job role, approval may be granted at the discretion of the Academic Internship Advisor.

**Job Selection**
It is the student’s responsibility to find a suitable internship position with an organization. Assistance in finding positions is available from Ken Naas at the Career Center, Student Services Building 270, 898-5253. There is also an unpaid Internship program available through FIN/MKTG Academic Internship Advisor, Kathryn Schifferle; for additional information on this internship send an email to kschifferle@csuchico.edu.

Some internships are paid, others are not. Compensation is solely a matter between the student and the employer.

**Application for a Marketing Internship for Credit**
Students are required to submit two application forms to the Academic Internship Advisor. The Marketing Academic Internship Advisor is Kathryn Schifferle, MBA. She can be reached by leaving a message at 530-343-2773, sending an email to kschifferle@csuchico.edu, or leaving a note in the FIN/MKTG office, or under her office door at Tehama 457.

The *first application form* is the “Marketing Internship for Credit” form found on the next page of this document. This form should be accompanied by an extensive job description (e.g., general description of company and job, specific tasks) and a proposal that discusses all the academic work you will complete as part of the course.

The *second application form* is the “Internship/Co-op Placement Agreement” which is found after the “Marketing Internship for Credit” form. This form must be completed and submitted to the Marketing Academic Internship Advisor (Kathryn Schifferle).

After completing and submitting the forms to the Marketing Academic Internship Advisor, the student must also register with the Career Placement/Internship Center in the Student Services Building.

Students are registered for the class when the Academic Internship Advisor and Chair of the Department approve the position and have signed the forms. The Academic Internship Advisor will take care of registering students for the course.

Additional information is available on the web at: http://www.csuchico.edu/~kschifferle/
California State University, Chico
College of Business
Marketing Internship for Credit (MKTG 389C)
Application Form

Name:_______________________________________

Student ID #:__________________________________________________

Considering Internship for Credit in:
Fall ____
Spring ____
Summer ____

Telephone (Semester):______________________(Permanent):__________________

Email Address: ________________________________________________________

Class Standing During Semester of Internship: Senior [box] Junior [box]

Overall GPA:___________
(If your GPA is below 3.0, please explain on a separate sheet the reasons and/or the circumstances why you believe this requirement should be waived.)

Please list all marketing courses you have taken or are currently enrolled in.

<table>
<thead>
<tr>
<th>Course #</th>
<th>Name of Course</th>
<th>When Taken</th>
<th>Instructor</th>
<th>Grade</th>
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<tbody>
<tr>
<td>MKTG 305</td>
<td>Principles of Marketing</td>
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<td>MKTG 371</td>
<td>Consumer Behavior</td>
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<td>MKTG 380</td>
<td>Marketing Research</td>
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On a separate sheet of paper please type up the following:
- Extensive description of the company you will be working for and the specific tasks you will be undertaking as an intern. Please note the dates that you will be working at the company and how many hours you will be working each week.
- Discuss the objectives of the internship and how it will allow you to apply your coursework.
- Please give the name, title, phone number, address and email address of your direct supervisor.

Student Signature:________________________________________________________________

Academic Internship Advisor Signature:___________________________________________

Department Chair Signature:___________________________________________
INTERNSHIP/CO-OP PLACEMENT AGREEMENT

Career Center
California State University, Chico
Student Services Center, room 270
Chico, CA 95929-0700
Phone: 530-898-5253  FAX 530-898-4881
Email: ids@csuchico.edu  Website: ids.csuchico.edu

Please return this form to the Career Center within two weeks of starting your position. Attach an internship job description if this office does not already have one on file.

Name ____________________________  Student ID # ____________________________  Date ________________

Major __________________________________________ email ________________________________

Current Enrollment Status:  Undergraduate ☐  Graduate ☐

Citizenship:  U.S. Citizen ☐  Permanent Resident ☐  Foreign Student (F1 Visa) ☐

Units Completed ___________  Cumulative GPA ___________  Anticipated Graduation Date ______________

Permanent Address __________________________________________ Phone ( ) ________________

City ____________________________  State ___________  Zip ______________

Co-op/Internship Placement:

Employer Name ________________________________________________________________

Employer Address ____________________________________________________________________

City_________________________  State_______  Zip_________  Phone ________________________________

On site/Immediate Supervisor ____________________________________________________________

Supervisor’s Title ____________________________

Internship work period:  Fall ☐ ☐Yr  Spring ☐ ☐Yr  Summer ☐ ☐Yr

Beginning Date ______________  Ending Date ______________  Full-time _____  Part-time _____ (hrs/wk)

Salary/Compensation  $___________ per hour  __________ Stipend (living allowance)  _____ Non-Paid

Your Work Phone ______________  FAX ______________  Work Email ______________

Intern’s Residential Address

Street_________________________________________________________  Phone ( ) __________________________

City________________________________________________________   State_______________  Zip______________________

Specific duties to be performed by intern under this agreement are as follows. The intern agrees to adhere to the employer work schedule and the University’s policies and to accept responsibility for his/her actions relating to performance under this agreement. The employer agrees not to require the intern to perform duties outside the scope of this agreement without the prior written approval of both the University and the intern. (You may attach additional sheets or the employer internship description).
Academic Credit: All students participating in a co-op/internship are encouraged to enroll for academic credit according to one of the following options: Completing this form does not automatically enroll you for units.

• Consult with a faculty member in your department to determine the number of units to be awarded, assignments, etc. It is preferred that you receive credit from your major department.

• If you are unable to obtain units in your major, contact our office to make other arrangements for signing up for credit.

Earning credit for Internship: Dept. _____ Course #_____ Units _____ Faculty Approval_____  

Indicate period you will register for credit: Fall ____ Yr., Spring _____ Yr., Summer _____ Yr.

Not enrolling for academic credit for the internship. _____

Enrollment Status: If not registered in classes during the fall or spring semester, you must take one of the following steps to maintain continuing student status with the University.

_____ Planned Educational Leave of Absence (PEL): Undergraduates not signed up for units during the semester co-op must submit a (PEL) form with the Admissions Office.

_____ Adjunct Enrollment: Graduate students should check with the Graduate School to determine if they need to file for adjunct enrollment with the Center for Regional and Continuing Education.

- There is no provision in State or CSU policy for contractually accepting responsibility for students. The University does not provide health or liability coverage for students.
- The employer will assume liability for interns working on their premises. This holds true for both paid and unpaid (volunteer) interns.
- The University does not accept responsibility for student liability or workers’ compensation during the internship.
- Students shall at no time throughout this agreement be considered officers, employees, agents or volunteers of the University.

Each of the undersigned has read, understands and agrees to the terms and conditions stated above.

Student Intern  

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Employer  

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California State University, Chico  

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(Revised 7/2008)