

MKTG 497/HONR 493 Prerequisites: consent of the instructor, consent of the department, completion of all 200-and 300 level BUAD requirements and either 1) a minimum of 3.00 cumulative GPA and completion of two 400-level Marketing courses *or* 2) a minimum of 3.20 GPA and completion of one 400-level Marketing course.

MKTG 497/HONR 493 Internship Procedures

Internship Requirements:

- o Internship hours must begin and end within the semester indicated on the application. Internships from prior semesters will not be accepted. Students must complete 120 hours at the internship to receive 3 course credits (40 hours per credit unit).
 - o The internship must take place in an office. Students cannot tele-commute or work from a homesetting.
 - o The company must have more than 3 full-time employees. The employees cannot be contractual or tele-commuter employees.
 - o The internship cannot consist of door-to-door selling or pure, cold calling.
 - o The internship must not include more than 10% clerical work.
 - o Students cannot intern for a family member or for their own business
1. Thoroughly read the **MKTG 497/HONR 493 Internship Syllabus/Expectation** sheet
 2. Contact one of the full time Marketing professors to see if they would be willing to be the instructor
 3. Setup a meeting with the instructor and bring the following with you:
 - o **MKTG 497 Application** (*same application used for HONR 493*) completed & with your signature (p. 2)
 - o **Job description** on company letterhead
 - Students must provide a job description on company letterhead, no exceptions
 - The job description must include in detail all the intern's duties.
 - Words such as assist, learn, shadow or observe may not be used.
 - The job description **MUST** be written by the employer's HR department or the supervisor of the internship. Students may not write the job description.
 - o **Proposed Work Schedule**
 - Must be signed by direct supervisor, faculty supervisor, and student (p. 7)
 - o **KSAs**
 - 5 KSAs need to be tied to the internship (p. 6)
 - Provide 5 *tangible* projects related to the KSAs
 - One KSA per sample
 - o **Degree Progress Report**
 4. If internship is acceptable, faculty supervisor signs application and forwards all documentation to the chair
 5. Once internship is approved by chair, the AA emails Registration to add the student to the class.

End of semester:

Employer's Final KSA Performance Evaluation is sent directly from employer to faculty member.
Professional Portfolio is due (sample portfolio can be found in ST 123)

Using MKTG 497 as HONR 493 (*In addition to the above requirements*)

Student must be in **Honors College**

Required Readings (HONR 493 only): Additional reading assigned by instructor. Examples: *'The World Is Flat'*, *'The Tipping Point'*, *'Blink'*, etc.

Required Presentation (HONR 493 only): Usually conducted in a MKTG Department meeting.

Linkage to book (HONR 493 only) (Insert into portfolio): In this section, you should provide some insight from what you learned from the required reading and how it would have future benefit as you move into the workforce. (1 page requirement)

Name: _____ Student ID#: _____

E-mail Address : _____

Telephone Numbers: (local) _____ (permanent) _____

PRINT CLEARLY and PRESS DOWN:

I will be taking my 497/493 Professional Experience Internship with:

Organization: _____

Location: _____

Supervisor: _____ *E-mail address: _____

Phone #: _____ Fax #: _____

Faculty Supervisor: _____

HOW YOU ACQUIRED INTERNSHIP:

_____ Internship through TU Career Center's Hire@TU listings.

_____ Internship on my own.

_____ Internship through TU Match (CBE e-Newsletter)

GETTING INTERNSHIP APPROVED:

Bring this form and your internship description (from [Hire@TU](#)) or job description on company letterhead to leave for Department Chair to approve. This application may be denied and you may have to meet with the Department Chair, if your internship does not meet the academic department's standards.

Student's Signature

Faculty Supervisor's Signature

Chair's Signature

(for office use only) Permission Given for 497/493 Section _____ for _____ Semester

MKTG 497/HONR 493 INTERNSHIP SYLLABUS/EXPECTATIONS

MKTG 497/HONR 493 Prerequisites: consent of the instructor, consent of the department, completion of all 200-and 300 level BUAD requirements and either 1) a minimum of 3.00 cumulative GPA and completion of two 400-level Marketing courses or 2) a minimum of 3.20 GPA and completion of one 400-level Marketing course.

Course Purpose and Objectives

MKTG 497/HONR 493 integrates practical work experience with a directed, reflective, academic component to help you develop personal, professional and academic competencies. You will use the workplace as a starting point for study; however, you will need to go beyond the common experiences of an employee. Study, critical thinking, reflection, and theoretical and/or conceptual exploration supplement your work experience, to help you develop workplace knowledge, skills and attitudes (KSA's).

A primary and fundamental objective of the course is to help you develop the competency of self-directed learning. This will likely be a very different learning experience than what you have encountered thus far in your educational career. This course will require substantial self-directed discipline since you will be managing your own learning experience. If you do your job well, you will be better prepared for the workplace.

CAREER PORTFOLIO

Purpose: Your portfolio can help you market yourself to employers. It can be one of the most beneficial tools for you to use in interviews. You can support what you tell an employer in an interview with items from your portfolio. As you are talking about specific projects or skills, you can refer back to your portfolio. Your portfolio will be:

- An organized record of goals, accomplishments, skills, projects completed, and other evidence of successes and progress, as in letters of recommendations. Use your portfolio to compile your achievements and reflections that occur during your MKTG497 internship, to demonstrate your accomplishments, and to **show your ability to add value**.
- A beneficial tool for you to use in interviews to career your work and skills. As you are talking about specific projects or skills, you can refer back to your portfolio.

Types of portfolios:

In general, there are two types of portfolios: **skills-based and project-based**. Skills-based portfolios are organized according to skills you wish to highlight and are especially suited for college students. Project-based portfolios are organized according to projects and are preferred after some time has been spent in the workforce and you want to highlight the results you have achieved. You can only display project created by you at your MKTG497 internship.

Your MKTG 497/HONR 493 portfolio will represent a combination of these two types of portfolios. It will be skills-based in that the portfolio must be organized around **FIVE** of the eight KSA's identified in the "Profile of a College of Business and Economics Graduate." (see below) It will be project-based in that you will include projects created during your MKTG497 internship that demonstrate your achievement of each specific KSA that you selected for your portfolio.

IMPORTANT: Do not include irrelevant information in your career portfolio just because it looks interesting or "cool." **In particular, do not include general publications, documents, training, or other materials from the organization unless they are examples of your own work or experiences.**

Always ask permission from your intern supervisor to include products of your work that the company is currently using. Give credit to the company in your portfolio, e.g., Marketing brochure for XYZ Company, and blackout any personal information related clients or employees of the company.

The format for your career portfolio should be:

Title Page

- The portfolio title page should include the following information: your name; name of professional experience organization or project; name and title of sponsor; semester and year that the professional experience occurred.

Table of Contents

- Prepare a separate page listing the KSA's you wish to emphasize and all primary items in your portfolio demonstrating achievement of the KSA and your learning objectives. Include divider pages for each section in your portfolio in accordance with your table of contents. There is no need to provide page numbers since portfolio contents may be later added or deleted as necessary.

Executive Summary

Write a one page executive summary of the portfolio. It will serve as an introduction of yourself and of your portfolio to a potential employer. This summary must be the first section in the portfolio after the table of contents. **Concentrate your discussion on how you can add value**, the capabilities that you offer based on your internship, other work and personal experience, and your education. The Executive Summary must contain:

- Summary of your education, skills, experience and qualifications
- Summary of information contained in the portfolio

Job Description

- Include a copy of the written job description or work objectives that your internship site established for you. The job description must be on company letterhead.

Portfolio Sections with Reflective Commentaries

- This is the "heart" of your portfolio. Use the KSA's and an item of your work to answer the question: "how prepared are you to add value for a future position so that you will have an edge in the job market." Items selected should provide evidence of your accomplishments and progress for the KSA's you selected and your learning objectives. Portray any new knowledge/competencies that you have obtained. Include the items that you have selected to demonstrate what you have learned and accomplished. Items should be placed directly after the reflective commentary about each item.
- **Begin each section** with a page presenting the pertinent KSA and relevant learning objectives, resources/activities, and evaluation/verification criteria. Then provide a commentary for the section that discusses the following three points:
 - a) **Here is what I have done:** Introduce the item(s) selected that demonstrate achievement of the KSA. Describe and define what the item is, how it was accomplished and when it was done.
 - b) **Here is what it means to me:** Explain why this is significant to you. Why did you select this item to include in your portfolio? What does it represent in terms of an accomplishment for you? What changes in your beliefs, behavior and/or values does it represent? What are the implications for you? Did it have an impact upon anyone else? If so, how?
 - c) **Here is where it leads me:** Has this led you to realize any future course of action for continued growth and development? How does this impact upon your future? How can you cross apply this skill (or skill set) in future employment situations to add value?

You must have different samples for each KSA. You cannot use the same example for several KSAs.

RÉSUMÉ (Include in Portfolio)

A résumé is the persuasive document written to obtain an interview. In order to be prepared for your job search, you must revise your résumé. The résumé should document your experience, achievements and/or skills utilized during the internship experience and other work experiences.

ADDITIONAL DOCUMENTS: Remember to include the following evaluation forms in your portfolio: (these forms can be found at http://www.towson.edu/cbe/intern_career/busx_documents.asp)

- Employer's Final KSA Performance Evaluation – sponsor completes. **(Do not include this in your portfolio. Have your supervisor send directly to your professor).**
- Final Work Hours Log
- Student Evaluation of Internship

Student must be in Honors College

Required Readings (HONR 493 only):

Additional reading assigned by instructor. Examples: *'The World Is Flat'*, *'The Tipping Point'*, *'Blink'*, etc.

Required Presentation (HONR 493 only): (20 minutes)

Presentation is usually conducted in a Marketing Department meeting.

Linkage to book (HONR 493 only) (Insert into portfolio)

In this section, you should provide some insight from what you learned from the required reading and how it would have future benefit as you move into the workforce. (1 page requirement)

THE PROFILE OF A CBE GRADUATE (KSAs)

- **ACCREDITED BUSINESS KNOWLEDGE**
 1. Know, apply, and integrate the content of one's major
- **COMMUNICATION**
 1. Write articulate, persuasive, and influential reports, proposals, letters
 2. Make articulate, persuasive, and influential oral presentations
 3. Develop graphic, spreadsheet, and financial analysis to support position taken
 4. Engage in active listening in individual and group settings
- **THINKING: CRITICAL AND CREATIVE**
 1. Identify problems and/or opportunities using disciplinary concepts
 2. Generate and evaluate feasible alternatives
 3. Develop comprehensive, justified conclusions and recommendations using qualitative and/or quantitative tools
- **TECHNOLOGY**
 1. Use general & discipline specific software for state-of-the-practice business applications
- **LEADERSHIP and TEAMWORK**
 1. Focus on goal achievement
 2. Guide team towards the achievement of common goals
 3. Maintain group cohesion, follower satisfaction, and efficient operations.
- **ETHICS and VALUES**
 1. Display ethical conduct and honor-system behavior
 2. Apply ethics in business decision-making, considering the impact on multiple stakeholders
- **ATTITUDE AND PRACTICAL EXCELLENCE**
 1. Be attentive, proactive and ready to learn
 2. Meet commitments and complete tasks according to assigned requirements
 3. Treat others with respect; show sensitivity to their views, values and customs
- **EMPLOYABILITY**
 1. Show evidence of a quality, mentored, reflective professional experience
 2. Demonstrate effective job search: career portfolio, resume and interview skills
 3. Assume responsibility for one's own career management and goal-setting

