

Northern Kentucky University
Haile College of Business Department of Marketing
MKT396 – Internship: Summer 2023
(Subject to Change with a One-Week Notice)

Faculty Coordinator: Banwari Mittal
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Office: BC 373 **Office hours:** by appointment.

(Preferred method of communication: By email via Canvas)

Course Prerequisites: MKT 305 Principles of Marketing; Total Official GPA of at least 2.750 at the conclusion of the semester prior to the internship semester; consent of instructor. In addition, students must be sufficiently advanced in the marketing degree program to meet any specific knowledge or skill requirements of the internship position. Other criteria may apply at the request of the host organization.

Readings and other Learning Materials

The Internship Site Supervisor and/or the Faculty Coordinator may assign readings or other study materials at her/his discretion.

Special Technology Requirements: Student intern must complete the Coop/Internship form on HireNKU prior to the semester deadline.

Students with Disabilities

Students with disabilities who require accommodations (academic adjustments, individual testing arrangements, auxiliary aids or services, etc.) for this course must register with the Disability Services Office. Please contact the Disability Services Office immediately in the University Center, Room 101; 859-572-6373; <http://disability.nku.edu/> for more information. Verification of your disability is required in the Disability Services Office for you to receive reasonable academic accommodations.

Vision and Mission of the Haile/US Bank College of Business

Both Vision and Mission can be accessed at <https://nku.edu/academics/cob/about.html>

Student Learning Outcomes

Each individual internship will have unique knowledge and skill application outcomes relevant to your internship work responsibilities **pertaining to marketing activities and function**. These will be developed by you and your internship Site Supervisor, and approved by the Faculty Coordinator. In general, these can be stated as:

1. Create and utilize opportunities for significant and demonstrable knowledge, skills, and experience in planning and/or executing any of the diverse marketing functional responsibilities and activities, some of which should be in a non-routine, project-based task. Content of these activities relates to one or more of these: product development, consumer research, preparation of communication materials, assisting in distribution responsibilities, management of data related to customers and channel members and understanding the use of such data for marketing planning, and the like.
2. While performing the above-mentioned task:
 - a. Build written and verbal communication skills;
 - b. Develop better teamwork skills;
 - c. Develop better critical thinking skills through working with your marketing team to solve

- problems;
- d. Build initiative skills by finding appropriate resources to accomplish the assigned task;

3. At the conclusion of the internship, demonstrate the application of knowledge appropriate to the marketing discipline.

Note: While some clerical chores may be inevitable, the main focus should be on learning marketing knowledge and skills. For example, if customer data entry might be one of the tasks, it should always be a minor responsibility (not a task that occupies a substantial proportion of the internship time), and it should always be associated with and accompanied by learning how that data set is used to advance a marketing objective. Or while, say, distribution of promotional material may be a small part of the internship, it should always be accompanied by learning the marketing logic of the promotional campaign, including the student being challenged to think of improvements in the promotion materials and/or campaign to achieve the same goals.

Student Rights and Responsibilities

You are expected to accept the responsibility of reading, understanding, and meeting all course requirements and policies as set forth in this syllabus and other course documents. The Faculty Coordinator must be informed immediately of any personal circumstances that may require special consideration in meeting course requirements or adhering to course policies.

The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses a dishonest or deceitful means to obtain a grade is guilty of cheating; a student who

will earn a grade of zero. All students are expected to abide by the University's *Code of Student Rights and Responsibilities* available at

http://www.nku.edu/~deanstudents/codes_and_policies/codeofstudent_rights/index.php

The Haile/US Bank College of Business has, in addition, its own *Code of Student Conduct*, created by student organizations, available at http://cob.nku.edu/docs/Student_Code_of_Cond.doc. An excellent online tutorial on plagiarism is available from Steely Library at

http://library.nku.edu/research_help/copyright_and_plagiarism/plagiarism.php.

Work Hours

You are responsible for arranging your work schedule with the Internship Site Supervisor. Consider your internship schedule to be just like a regular job schedule (and keep in mind that if you have a regular job, it will have to be scheduled around your internship commitment). One or more unapproved absences can lead to the termination of your internship and assignment of the grade of F.

Keep in mind also the schedule and demands of your other courses. No course (including the internship) is more or less important than any other.

-credit hour internship will be at least 200 hours during the

example, but exceptions may be made by mutual agreement of the Site Supervisor, Faculty Coordinator, and you.

Approximate Hours Worked Per Week				Minimum Total Hours
Fall/Spring (15 weeks)	Summer (13 weeks)	Summer (8 weeks)	Summer (6 weeks)	
10	11	17	23	135

upon approval of the Faculty Coordinator. Steps for intern termination will follow normal procedures of the host organization for employee termination, or any special procedures designed for internship programs.

Faculty Coordinator Site Visit (Optional)

The faculty coordinator has the option of visiting your internship site during the semester. If a visit is made, during the visit the coordinator will talk with you and meet briefly with your supervisor. You will not be notified in advance of the site visit by the faculty coordinator.

Evaluation and Grading

You will be evaluated by your internship site supervisor as well as the faculty coordinator. Your final grade will be assigned by the faculty coordinator. The following are included in the evaluation process:

Site Supervisor Evaluations (Mid-Term and Final)

These evaluations will be completed by your site supervisor. The Mid-Term Evaluation is designed to provide structured feedback to you about your performance on the job to date. It also gives you, in cooperation with the supervisor, the opportunity to reestablish goals for the remaining period of your internship. Your site supervisor will also complete a Final Evaluation, which assesses progress and guides your site supervisor in recommending a final grade for you. You will be notified of the due dates for each of these evaluations via email. It is your

<u>Internship Objectives</u>		
SLO #	SLO	Self-

Grading Policy

Note: