

DEPARTMENT OF MARKETING INTERNSHIP PROGRAM

The Department of Marketing internship program is intended to provide both relevant work experience and up to six (6) hours of academic credit for marketing majors. It involves a mutual agreement between Northern Illinois University and participating organizations to provide both practical and educational opportunities to qualified students. The program includes both full-time and part-time opportunities.

QUALIFICATIONS

To qualify for academic credit involving either a full-time or part-time internship position, the student should meet the following requirements:

- ✍ Junior or Senior standing.
- ✍ Satisfactory completion of UBUS 310 and consent of Marketing Internship Coordinator. Additional course requirements may be specified by the participating organization.
- ✍ Overall GPA of approximately 2.75 and approximately 3.0 GPA or above in the major (exceptions may be made in some cases).

All internship applicants and any exceptions to the above minimum qualifications must be approved by the internship coordinator. Meeting the minimum qualifications does not guarantee acceptance into the internship program. The student must also demonstrate the necessary ability, interest, personality, and maturity level to benefit from such experience. Additional qualifications may also be involved for specific internship positions as defined by the sponsoring organizations.

OBTAINING INTERNSHIP POSITIONS

Three different methods exist for students to obtain internship opportunities that qualify for academic credit:

1. Internships arranged by the Department of Marketing.
2. Internship opportunities arranged by the Department of Cooperative Education and approved by the Department of Marketing internship coordinator.
3. Internship positions obtained by the student through his/her own efforts and approved by the Department of Marketing internship coordinator.

STUDENT RESPONSIBILITIES

✍ Students are required to enroll for either three (3) or six (6) credit hours of MKTG 458 (Marketing Internship). Credit hours are based on the number of hours worked per week in the internship; i.e., 20 hrs/week earns 3 cr. hrs. A permit to register must be obtained after the internship coordinator has approved the number of credit hours. It is the responsibility of the students to insure that they are properly registered during the term of the internship.

✍ Students enrolled in MKTG 458 will receive a tuition bill based on the number of credit hours. Contact Bursar's Office for current tuition costs.

✍ Students will be provided with two (2) evaluation forms. It is the student's responsibility to insure that their supervisor completes and returns these forms to the internship coordinator. The first evaluation should occur approximately midway through the internship semester. The second evaluation form should be returned no later than the last week of the internship semester.

✍ Students are required to submit a written report (approx. 10 pages in length, double-spaced) on their internship experience covering the following topics:

- Brief explanation of the company, the work performed, and what was accomplished during the semester.
- Key things learned as they relate to marketing and business in general.
- Summary of job functions you liked most and least.
- Any recommendations to the employer that might improve the internship experience.

INTERNSHIP POLICIES

✍ The maximum number of credit hours which can be earned in the internship program is six (6) credit hours.

✍ Credit earned may not be used to fulfill the 9 semester hour marketing electives requirements. Credit hours earned are used as free university electives.

✍ Regular grading for MKTG 458 is S/U (satisfactory/unsatisfactory), which does not replace your pass/fail options. If any of the necessary requirements have not been met by the end of the registered term, an incomplete grade ("I") will be given. The grade of "I" will revert to an unsatisfactory ("U") grade if the requirements are still not satisfied by the tenth week of the next semester.

✍ Under no circumstances will credit be given for any work experience completed prior to application for an acceptance into the internship program.

☞ Generally, no internship credit will be approved for any student to work at the place of business of a parent or relative if the parent or relative has an ownership interest in the business.

☞ Problems, conflicts, or circumstances not covered by the above policy statements will be resolved by the internship coordinator.

REQUIREMENTS FOR SALES INTERNSHIP POSITIONS

- ☐ All activities must adhere to the highest ethical standards. In no way is the prospect/customer to be deceived or tricked. High-pressure tactics are not permissible.
- ☐ Sufficient, meaningful training must occur prior to the start of selling. Additional training should be provided as needed.
- ☐ Clear, open lines of communication between the student and his/her supervisor are required. Regular meetings are encouraged.
- ☐ The student is not required to perform the exact same task throughout the term. Some variety is expected in the nature of the task performed.
- ☐ The internship experience should be with a firm that, in addition to offering summer internships, also hires students upon graduation for permanent positions.
- ☐ **Door-to-door and retail sales are not acceptable.**

HOW DO I APPLY FOR AN INTERNSHIP?

- ❶ Fill out an application form obtained from Chris Stakal's office (forms are also available in the Marketing Department).
- ❷ Attach a job description and/or letter of confirmation from the hiring firm (length of internship and hours of work per week should be included).
- ❸ Make an appointment with Chris Stakal to discuss availability of credit.

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Where the Classroom Meets the Business World

Student Handbook

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