

MKTG 458: Earning Academic Credit

Beyond participation in on-the-job training, students must provide a demonstration of their knowledge in order to earn academic credit. Assignments consist of weekly journals, evaluations of performance, and a final paper. Students will be provided with a syllabus upon registration in MKTG 458 and will have access to documents via Blackboard during the semester of their enrollment.

*The credit awarded for MKTG 458 counts as an elective towards the 40 hours of upper-division credit as well as the 120 total hours needed to graduate. *This course does not count towards the 9-12 hour Marketing elective requirement*

How to apply for Internship Credit

- Fill out an application for internship credit, available in the Department of Marketing, BH 128
- Attach a job description and letter of confirmation from the hiring company (should include length of hire, duties, hours, etc.)
- Make an appointment with Emily Cronauer to discuss the availability of credit.

For questions or more details contact:

Emily Cronauer

Academic Advisor & Internship Coordinator
Department of Marketing, BH 128E

Phone: (815)753-6230

Fax: (815)753-6014

Email: ecronauer@niu.edu

What students are saying about their internship experience:

“Shortly after beginning my internship, I found that I was being handed knowledge left and right; It was all a blur.”

Ben Cruse - Intern at Nenni & Associates

“There are some things you just can't learn in a classroom setting.”

Andrew Harby - Intern at Aerotek

“Many of my customers were surprised to hear I would be leaving at the end of summer as they had no idea I was an intern.”

Rachael Fox - Intern at Enterprise

NIU

Department of Marketing

Internship Program Handbook



Guidelines and
Requirements

For Students & Employers

Department of Marketing Internship Program

The Department of Marketing internship program is intended to provide both relevant work experience and up to six (6) semester 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.

Student Qualifications

For students to qualify for academic credit involving either a full-time or part-time internship position, they should meet the following criteria:

- Junior or Senior standing.
- Satisfactory completion of UBUS 310
- Consent of the Marketing Internship Coordinator
- Overall GPA of 2.75 and a minimum of 3.0 in courses towards the marketing major (exceptions may be made in some cases).

Approval of all internship applicants and any exceptions to the above criteria 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.

Finding Internships

To find an internship that will qualify for academic credit*:

- Go to the Marketing Internship website located at:
www.cob.niu.edu/mktg/internships.asp
- Check out Huskies Get Hired via NIU Career Services
www.niu.edu/careerservices/erecruiting
- Do independent research: use your personal network or other websites to find appropriate opportunities!

*In any case, internships for academic credit must be approved by the Internship Coordinator.

Employer Qualifications

The Department of Marketing welcomes the opportunity to work with employers to assist their interns in earning academic credit for their relevant experience. Employers are expected to act as mentors to their interns during their length of employment and will be asked to complete two (2) evaluations of performance for each Department of Marketing intern earning academic credit.

To assist the student in earning credit, the employer should include some or all of the following as part of the internship experience:

- Student should have a direct supervisor who they report to regarding performance, training, etc.
- Training opportunities including attending conferences, job shadowing and participation in company meetings.
- Special projects directly related to the marketing strategy or overall performance of the company.
- Opportunities to meet and interact with clients and other professionals within the industry.

To post an internship with the Department of Marketing, employers are asked to contact the Marketing Internship Coordinator with a complete description of the position, expectations or qualifications of applicants, contact information, and where to send resumes.

Internship Policies

- The maximum number of semester hours which can be earned in the internship program is six (6) hours.
- Credit earned may not be used to fulfill the 9 semester hour marketing electives requirement. Internship credit hours earned will be counted as university electives to meet the 120 hour requirement for the bachelors' degree.
- Grading for MKTG 458 is S/U (satisfactory/unsatisfactory). If any of the requirements for credit have not been met by the end of the registered term, an unsatisfactory (U) grade will be given.
- Credit will not be awarded for any work experience completed prior to the application for 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 they have an ownership interest in the business.
- Any issues not covered by the above policy statements will be resolved by the Internship Coordinator.