

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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(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 submits another's work as one's own without adequate attribution is guilty of plagiarism. Identical work 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.

Total time spent "on the job" for a three-credit hour internship will be at least 200 hours during the internship semester. Usually, it's best to divide your hours evenly across the term, as in the following 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

Internship Termination

You may be removed from your internship by the Site Supervisor at any time during the internship term,

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 responsibility to make sure your supervisor is aware of all evaluation deadlines.

Internship Reports by the Student:

Two reports are to be prepared: Mid-Term and Final. Mid-Term Report will have Three Parts and Final Report will have Part 1 and Part 2 only.

PART 1: Describe the projects and tasks you have been engaged in, with description of end-point goals accomplished. (Describe each task or activity in a separate paragraph with a paragraph heading).

PART 2: Review the SLOs (Student Learning Objectives, see above) and appraise yourself on the extent to which your internship allowed you to accomplish these SLOs.

Describe as a WORD text in DETAIL, and then fill the table below: In the table write a few (very few) words (You already described this in FULL Detail in the body of the Report, here write a few summary words and then give a rating 0-5 (0: This goal was not addressed at all. 5-This goal was addressed and got accomplished very well).

PART 3 (for mid-term report only): How you plan to bridge the gaps identified in the Table above.

<u>Internship Objectives</u>			
SLO #	SLO	Self-appraisal (a few words and scale rating)	Relative Weight
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.		50%
2a	Build Communication skills		10
2b	Teamwork		10
2c	Critical Thinking		10
2d	Taking the Initiative		10
3	Application of knowledge		10

Internship Artifacts/Outcomes

The primary deliverable from your internship experience are your Internship Artifacts and Outcomes. Because each internship experience is unique, the exact content of your submission will be specified by the faculty coordinator once your internship duties and responsibilities have been determined.

In general, most submissions will include the following sections:

1. Evidence that student accomplished goals of the project or job and their part in accomplishing those. This report will address the Student Learning Objectives (see above) as to how and to what extent these were met.
2. Evidence that the intern satisfied organization's management - midterm and final supervisor evaluation
3. Translate work and accomplishments into meaningful resume bullet and LinkedIn profile entry;
4. Artifact / Portfolio material - evidence of work produced, with employer approval;

Supervisor Reports (Mid-term and Final) should address the above SLOs.

Grading Policy

Note: No "extra credit" or "bonus" opportunities will be available.

Weight (%)	Evaluation Components
25	Site Supervisor Final
15	Student Mid-term Report
25	Internship Artifacts/Outcomes
100	Total

Course Grades	
Grade	Percent
A	100 - 93.0
A-	92.9 - 90.0
B+	89.9 - 87.0
B	86.9 - 82.0
B-	81.9 - 80.0
C+	79.9 - 77.0
C	76.9 - 72.0
C-	71.9 - 70.0
D+	69.9 - 67.0
D	66.9 - 60.0
F	59.9 - 00.0

Summer 2023 Full Session May 8 - August 11, 2023

Date	Event
5/8 (Mon)	First day of classes
5/16 (Tue)	Last day to register or enter a course Last day to drop with a 100% tuition adjustment Last day to change grading option (letter grade, audit, pass-fail)
5/25 (Thu)	Last day to drop a course without a grade appearing on a student's transcript Last day to drop with a 50% tuition adjustment
5/29 (Mon)	Memorial Day - University Closed/No Classes
5/31 (Wed)	Deadline for filing application for degree candidacy for Fall graduation with the Office of the Registrar.
6/19 (Mon)	Juneteenth - University Closed/No Classes
7/4 (Tue)	Independence Day - University Closed/No Classes
7/5 (Wed)	Last day to drop a course with a grade of W
8/11 (Fri)	Last day of classes Final Examinations (during last regularly scheduled class meeting)
8/15 (Tue)	9:00 A.M.: Faculty deadline for grade submission

Calendar of Important Dates

2023	Report
June 20	Midterm Evaluation from Site Supervisor due by 5:00 p.m.
June 20	Mid-term Report by Student
Aug 11	Internship Final Report by Student due by 5:00 p.m.
Aug 11	ARTIFACTS & portfolio BY Student due by 5:00 p.m.
Aug 11	Final Evaluation from Site Supervisor due by 5:00 p.m.