

Marketing Internship for Marketing Elective Credit **Student Guidelines**

Course Prerequisites

An opportunity for selected Juniors and Seniors who have completed at least 60 credits and Marketing 311 and has been approved by Internship Coordinator, Sharon Roy, roynewms@uww.edu. (HH 3421)

Course Description

A structural and rigorous assignment to work in a “real” company to obtain a stronger skill set. This will help determine your future career aspirations and provide a competitive edge and, potentially, be retained for full time employment.

NOTE: A minimum of 150 hours of work is required for a three-credit internship.

Course Credits

All marketing internships will earn three credits in Marketing Electives that can be used toward one of the customized major emphases.

Course Objectives

In a professional environment, you are expected to:

- Produce quality work in a problem-solving environment
- Demonstrate effectiveness in “cutting edge” marketing
- Adapt to the organization and exhibit professional behavior techniques
- Demonstrate initiative, motivation, and willingness to learn
- Demonstrate technical and creative skills
- Accept direction and constructive criticism

You are responsible for developing individualized course objectives and securing the approval of both the sponsor and supervisor.

To “Find” an Internship

- You may find an opportunity on your own
- You may respond to an opportunity offered by a company through the University – contact Sharon Roy at roynewms@uww.edu
- Also check with Career and Leadership Development (some employers looking for interns contact Career Services directly)

To get Internship approved

- 1) Send a complete job description as an attachment to roynewms@uww.edu. This job description must include company background, your supervisor’s name, position and contact information, including e-mail address. It also must include job responsibilities and job requirements as well as hours worked/week.
- 2) Bring approved copy of job description to Marketing Department office and attach to your completed internship contract to this document.

- 3) After all signatures have been completed, you will gain access to registration on WINS.
- 4) Contact massmanl@uww.edu if you have difficulty getting onto WINS, but **ONLY AFTER** you have completed the above 3 steps!

Course Offerings

Assignments will be assigned based on internship emphases selected and posted on D2L. You must sign up for the specific internship that best relates to your job functions.

- 493-D – Direct and Interactive
- 493-E – Entrepreneurship
- 493-I – Integrated Marketing Communications (IMC)
- 493-S – Sales
- 493 – 01 General marketing internships