

The UNO Department of Marketing Internship Program

Value of an Internship

The Marketing Internship program offers unique educational opportunity by which students obtain an academic education and at the same time acquire practical work experience in marketing. The Marketing Internship course (MKT 3585) is offered year-round. This provides greatest flexibility to students and employers.

Intern students are considered a vital part of the workplace. Such factors as maturity, professional motivation, reliance and self-confidence are developed and exhibited by intern students. The combination of an academic education and a full range of practical work experience allow the intern student to acquire a total education.

Objectives

The following objectives guide the Internship Program:

1. An internship provides meaningful work experience, which supplements and modifies ideas gained from academic courses.
2. An internship offers the student an opportunity to assess his/her abilities and interests in marketing, thus assisting the student intern in choosing a specific career.
4. An internship provides an inside exposure to the structure, operations, and decision processes within an organization without a commitment to a permanent employer.
5. An internship enhances the student's subsequent academic work and places the student in a favorable position for permanent employment.

Scope of Course

Three (3) credit hours. Marketing position with an organization.

No tests or examinations are required. Students are expected to provide weekly summaries of their work experiences and write a paper that synthesizes what they learned about marketing during their internship.

Enrollment Requirements

Students maintaining a minimum 2.0 average for all course work, who can demonstrate through university interviews and employer scrutiny that they are qualified to accept and perform the offered position.

Students enrolled in the marketing curriculum or other such students approved by Marketing Department to participate.

Student interns must have attained senior status prior to the beginning of their internship and must have a minimum 2.0 overall GPA.

A student must apply for the internship prior to enrolling in the internship class. The advisor provides the student with an internship application form and intern contract form, which must be completed and submitted. The student then registers for the internship.

Application and Employment Rules

Students will apply for work as any other employee and must qualify in the same manner.

Students will attend any orientation and training as a regular employee.

Students will conform to the same rules of employment as other employees and will be subject to the same discipline should the need arise.

Individuals Involved in the Internship Program

There are three individuals involved in the UNO Department of Marketing Internship Program. The responsibilities of each person are outlined below:

1. *The Academic Advisor.*
The Academic Advisor is a faculty member in the UNO Department of Marketing who is responsible for requiring the student to perform certain academic tasks and evaluating the educational experience involved in the Internship. The Academic Advisor is also responsible for periodic consultations with the Student Intern and any administrative contact with the Intern Employer's representative, the Intern Supervisor.
2. *The Student Intern.*
The Student Intern is responsible for applying his or her marketing knowledge gained from prior and concurrent marketing course work to the marketing tasks assigned by the Intern Supervisor. The Student Intern submits weekly summaries of internship experiences to the Academic Advisor. The Student Intern will perform tasks assigned by the Intern Supervisor to the best of his/her ability in an appropriate and professional manner. In addition, the Student Intern is required to submit to the Academic Advisor and the Intern Supervisor a written report that synthesizes what they learned about marketing during their internship.
3. *The Internship Employer.*
The Internship Employer is responsible for providing the Student Intern with challenging experiences, which will allow the intern to use his/her academic marketing knowledge and to gain valuable practical experience in the world of marketing professionals.

Specific Requirements of the Internship

University Responsibilities

The university will supply as many qualified applicants as possible to give the employer a choice of students.

The university will honor the company's actions if the need arises for discipline, provided it is legally applied to the best of the university's knowledge.

The university will attempt to find meaningful jobs for the students to explore their knowledge and opportunities.

Intern Employer Responsibilities

Employers must demonstrate to the university that they have substantive work situations, which will develop the marketing skills and knowledge of the student.

After hiring the student, the Intern Employer guarantees that the student will be allowed to work for the entire semester, barring dishonesty or incident of similar gravity, such as, chronic absenteeism or tardiness, failure to cooperate with supervisor or violation of company policy.

The student will only work in jobs with substantive marketing-related duties, such as planning, supervising, designing, negotiating, preparing of proposals, surveying, etc. Students will not be expected to be “gophers” or work exclusively in copying or typing, etc. The student will work for 10 to 20 hours per week for the Intern Employer.

The Intern Employer will complete two timely evaluations on the student, mid-term and at the conclusion of the semester, which will help determine the student's final grade and conduct an evaluation interview with the student, as to his or her progress during the program.

The Intern Employer is also responsible for identifying a specific representative, referred to as the Intern Supervisor, to work with the Academic Advisor and who will submit a final overall evaluation of the Student Intern.

Termination of employment is at the option of the Intern Employer, should the need arise, with prior notification of the instructor.

The Intern Employer will be expected to provide the following:

1. A detailed flyer-style announcement of the intern position. This should include details on the job duties, background on the organization, and instructions on how the student should contact the organization.
2. Two evaluations of the Student Intern's performance.

Student Responsibilities

Students must maintain dress and grooming appropriate to the assigned job responsibilities.

Student interns must follow the administrative policies, standards, and practices of the internship employers and must conduct themselves at all times in a professional manner.

The student guarantees that he/she will cooperate fully with the employer and follow all rules and policies of the sponsoring company.

The student agrees to attend any required class sessions to give feedback and receive whatever instructions may be required.

The student agrees that the employer has the right to choose anyone as an employee and may discharge anyone from that employment for violating company rules or policies.

The student must agree to continue in the position through the end of the semester once the offer has been accepted by the student and understands that if the internship is terminated prior to the end of the semester, his/her grade will reflect that termination. Employment before or after the term of the semester is permitted so long as both the employer and student desire such a schedule.

Student Interns are required to submit the following items to the Academic Advisor:

1. Weekly summaries of experiences with the Intern Employer.
2. A major report for the Intern Employer that synthesizes what the student learned about marketing during the internship.
3. An evaluation of the Internship experience with that particular organization.

4. Interns will work 10 to 20 hours per week for the Intern Employer. In unusual circumstances, the number of hours may be altered if mutually agreeable to the Student Intern, the Intern Supervisor, and the Academic Advisor.

Compensation

In general, the students should be paid the salary of an entry-level employee, but at the same hourly rate as someone who would perform the work full time. In certain selected cases which involve outstanding learning experiences for students, placement of an intern without compensation will be considered if students are willing to work for the organization..

All compensation will be paid directly to the student.

Alternative forms of payment may be worked out between the employer, the faculty advisor and the student, prior to the beginning of the internship if such is appropriate or feasible. Options may include payment of the student's semester tuition and/or naming a scholarship for the semester in the company name.

Frequently Asked Questions

Who is responsible for identifying the intern employer?

The student has the ultimate responsibility.

Where will the intern work assignments be located?

The majority of the job sites are located within the New Orleans metropolitan area, but students have, on occasion, worked outside of the metropolitan area and occasionally out of the state.

After I have located an intern employer where I can intern, what's the next step?

Get the Intern Application and Intern Contract forms from the Department of Marketing. Submit these completed forms to the Department of Marketing to get the employer and the internship approved.

Do I stay with the same employer for the entire internship?

Yes.

How much will I earn?

Each employer is different. UNO encourages employers to pay more than minimum wage. Some intern students choose to work for free in order to have the opportunity to earn valued work experience.

Am I responsible for my own housing and transportation when working as an intern?

Yes.

Do I receive any special recognition for completing the intern program?

Yes. Your work experience is a permanent part of your transcript, and can be reported on your resume.

Will I earn academic credit for working as an intern?

Yes. Three college credits – one course.

Will the successful completion of the internship count toward graduation requirements?

Yes. The marketing internship is a marketing elective class that counts toward completion of the marketing degree.

How will my final grade be determined?

The student completes weekly a weekly summary of activities and turns in a formal written report. The weekly summaries and final report will determine the final grade. The Academic Advisor assigns the final grade.

What will the intern opportunity do for me?

Help you more clearly define career goals, develop a more realistic view of business/industry job choices, and allow you to move more easily from the school world to the work world.

Will I be considered a full-time student during the internship?

It will depend on your course load.

Can I drop out of the internship program at any time?

NO! Students should not enter the program unless they plan on finishing all scheduled work. Intern withdrawal rules are the same for any other UNO course.

Am I obligated to work for my intern employer after graduation?

No. Furthermore, the intern employer is not obligated to offer you permanent employment. However, over the years, many UNO marketing interns have been offered permanent employment by their intern employer.

For further information contact:

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