**MKT 490**

**Marketing Department Internships**

**Information**

Students who are marketing majors or minors are eligible to participate in the MRK 490 Practicum in Marketing internship program. The internship is a one-time credit opportunity to enhance your educational experience by allowing you to apply classroom knowledge in a professional environment. Internships offer numerous benefits. You will be able to explore specific careers while developing new skills and enhancing current strengths. Gaining this career related experience increases your marketability to potential employers.

Internships require a semester work of 150 total hours or greater of on-site experience to earn three academic credit hours toward graduation. Any marketing faculty can serve as a supervisor. Internship Committee Chairperson is Dr. Lukas Forbes.

**Employer Benefits**

Internships benefit the host company in many ways. Companies who utilize WKU Interns receive highly motivated and talented students who serve as assistants or junior staff members. These student interns are bright, responsible and eager to work. Student interns can bring enthusiasm and new ideas to the workplace. Their responsibilities differ from site to site depending on the company's needs. Student Interns can assist in daily operations of a company or in the implementation of a special program or project. Supervising an Intern also allows a company to observe a potential employee. Employer understands that WKU does not assume liability for any injury or damage sustained or caused by the student.

**Opportunities**

There is a wide variety of types of internship sites, ranging from social services to international trade experiences at major companies.

**Application**

To be fully considered for internship credit, you must submit a completed internship proposal, fully describing what you propose to do for your Practicum in Marketing that is deserving of college credit. Application **must be submitted prior to beginning the internship** in order to be enrolled in the MKT 490 Internship class. Proposal must be approved within 2 weeks after the start of the academic semester.

**Credit Proposal Requirements**

1. Junior standing and inclusion of all completed and currently enrolled in Marketing courses as well as name of the professor and grade, if completed.
2. A resume that is 1 page in length as well an an unofficial transcript must accompany the internship proposal. Resume must be typed in Microsoft word, using 12 font, Times Roman, and 1 inch margins.
3. Identify a faculty supervisor. (Please note: the marketing faculty supervisor who agrees to oversee this internship as well as the employer supervisor must sign the application prior to submission to the internship chair.)
4. Academic load for the term of the internship must not exceed 18 hours including the 3-hour internship.
5. Student must submit a signed hard copy of the proposal signed by the faculty member and the company internship supervisor to the Internship Committee Chairperson, Dr. Lukas Forbes, Room 412 Grise Hall (mailbox is near the main marketing office, room 401.)
6. Additionally, submit a copy as an attachment by email to [Lukas.Forbes@wku.edu](mailto:Lukas.Forbes@wku.edu) (the emailed application can be submitted without signatures as a way to ensure your application is “on file”)
7. Upon receipt of the hard copy application, it will be submitted to the full Marketing Intenrship Committee. Once the committee passes (or rejects) it, you will be informed.

**Credit Requirements**

Your internship work is evaluated on a Pass/Fail basis. In order to receive a Pass grade, you must submit a detail report at the end of the semester. Also, at the conclusion of the Internship, you should ask your supervisor to complete and mail Site Supervisor's Evaluation of Student Intern to your Internship Supervisor. You will not receive a grade in the MKT 490 class until all required forms are returned.

**Additional MKT490 Internship Requirements**

1. The student must work with their faculty advisor to identify ways to communicate during the semester. At a minimum, at faculty discretion, the student must provide both periodic updates in addition to some form of “end of semester” paper. The type, and length, of these papers are at the discretion of the faculty supervisor.
2. The student cannot do an internship for an organization that is owned or managed by a member of the student’s immediate family.
3. If a student is currently working for a firm, the student can not receive internship credit for simply remaining in the same job doing the same work.
4. Student shall complete the Student Internship Site Evaluation form located at <https://wku.co1.qualtrics.com/SE/?SID=SV_72Kd7zf6HQaKXS5>.

**Disability**

Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Room 445, Potter Hall. The OFSDS telephone number is (270) 745-5004 v/tty. Per University policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

**Gordon Ford College of Business – Internship Opportunity Agreement/Proposal**

Employer: Click here to enter text. Employer Telephone: Click here to enter text.

Student Name: Click here to enter text. Student Major: Click here to enter text.

Student Email Address:Click or tap here to enter text.

Intern Supervisor: Click here to enter text. Supervisor Telephone: Click here to enter text.

Supervisor’s Title and Department: Click here to enter text.

Company Full Address: Click here to enter text.

Fax: Click here to enter text. Supervisor’s Email: Click here to enter text.

**Terms of Internship Agreement:**

Internships are an educational opportunity. An internship consists of services for experience between a student and an employer. Internships help students to determine if they have an interest in a particular career, help them create a network of contacts and in some cases achieve course credit. Some interns find permanent, paid employment with the organizations for which they worked upon completion of the internship.

Interns may or may not be receiving hours of upper-level academic credit from the Gordon Ford College of Business for completing their internship with a participating business. No matter the circumstance, GFCB appreciates the opportunity for students to receive legitimate, real-world experience that is directly related to the student’s major. Routine filing, copying and answering phones are important parts of jobs; however these duties and responsibilities should not represent more than approximately 25% of the interns’ activities. If an intern is receiving course credit, please abide by the number of hours they must work in order to receive their credit.

I hereby agree to abide by the Terms of Internship Agreement set out above:

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Employer’s signature Date

**Student to fill out this section if proposing Class Credit**

Student ID: Click here to enter text. MKT Hours Completed: Click here to enter text. GPA: Click or tap here to enter text.

Present Address:Click here to enter text. City:Click here to enter text. State/Zip: Click here to enter text.

Permanent Address:Click here to enter text. City:Click here to enter text. State/Zip: Click here to enter text.

Email:Click here to enter text. Phone:Click here to enter text.

Major Courses enrolled in for Internship Semester: Click here to enter text.

Semester enrolled for Internship Credit:Click here to enter text. Anticipated Graduation Date: Click here to enter text.

Faculty Supervisor Name:

Faculty Supervisor Approval Signature: Date:

Faculty Internship Chair Approval Signature: Date:

Date Completed: Grade: P F

**Internship Proposal – Submission Date:** Click or tap here to enter text.

List the primary learning experiences, responsibilities and activities you will experience during the internship. Identify how the internship relates to your academic education/major-minor and your career goals. List your start and end date, hours per week you will work and if it is paid or unpaid. Must be typed in Times New Roman, 12 Font and minimum of 350 Words.

Click here to enter text.