**MAR 4946-001**

**88979**

**Marketing Internship**

**Spring 2015**

**Professor Information**

Ann R. Root

319 Fleming

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561-279-4179

**Office Hours**

Friday 11am-12:30pm; 4-5pm

And by appointment

**Required Text and Materials**

**None**

**Recommended Text and Materials**

Wall Street Journal, Advertising Age, Marketing Management, American Marketing Association e-newsletter

**Course Description**

Provide students insights into the marketing function of businesses and allow them to hone their marketing skills in a real-world setting.

**Course Prerequisites and Credit Hours and Class Time Commitments**

Marketing Internship (MAR4940) 3 credit hours

Minimum 2.5 overall FAU GPA

MAR3023 and one other Marketing elective related to the Internship’s focus, both with a minimum grade of a “C”

Open to Marketing Majors and Minors who have been fully admitted to the College of Business

Instructor approval required

Must be applied for in semester prior to intended internship

Interns are expected to engage in supervised work as follows:

10 hours per week minimum for 13 weeks during fall or spring semesters

13 hours per week minimum for 10 weeks during Summer 1 semester

22 hours per week minimum for 6 weeks during Summer 2 or 3

Working more than minimum hours will not result in more credit hours offered.

“According to Florida State Statute 6A-10.033, students must spend a minimum 2,250 minutes of in class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.” The course schedule for this course reflects this expectation of students.

**Course Learning Objectives**

1. **Gain valuable practical experience under the guidance of a supervisor (mentor) in the work setting**
2. **Develop marketing skills and gain insights into professional marketing occupations and specific industries.**
3. **Evaluate his or her career choices while still enrolled at FAU**

**Grading Scale**

A 93-100

A- 90-92

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 63-66

D- 60-62

F BELOW A 60

Grades will be rounded up at .45 and higher

**Course Evaluation Method**

**Points % of Final Grade**

Supervisor Mid-term Report 160 16%

Supervisor Final Report 160 16%

Weekly journal entry in Blackboard

12, each worth 20pts 240 24%

Weekly Current Event paper:

12, each worth 20pts 240 24%

Final Reflection Paper on the Internship 200 20%

Total 1000 pts 100%

**Course Evaluation Descriptions**

Supervisor Evaluations: The supervisor will complete two reports during the term: mid-term and end of term. The report can be found online in Blackboard. These evaluations should be e-mailed directly to the Instructor.

Weekly Journal Entries The student will be required once a week to post a journal entry describing his/her assignments, learning and personal experiences while at the internship.

Weekly Current Event Paper: Using one of the recommended reading materials, the student should find one relevant article each week that is related to the Internship’s focus. Guidelines for this paper may be found in Blackboard.

Final Reflections Paper: The student should complete final reflections paper that summarizes the learning, both personal and professional and how this internship will impact his/her future career choices.

**Additional Course Policies**

**Missing** Exams

n/a

**Late** Assignments

No late assignments will be accepted unless the student is on official FAU business, a religious holiday or unable to complete the assignment due to medical reasons. Documentation must be provided.

**Attendance** Policy

Minimum hours per week must be verified by company. A time sheet will be required each week, signed by supervisor at Internship. Failure to adhere to this policy will result in an automatic F for the semester.

Netiquette Policy

Please use the Message feature set up in Blackboard. Do not email me unless you have to forward an email or have an attachment. You should check your messages in Blackboard daily. You will bear all consequences for failure to check your messages on a daily basis. I will also check for messages daily and will respond within 24 hours. It is expected that you are respectful in your posts to me. I will do the same. Failure to be respectful will result in being referred to the Dean of students for disciplinary action.

**Anti-plagiarism** Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University’s honor code discussed above.

**Course Outline**

Week

#1 January 5th Internship Specification Report due (signed by student, faculty

work supervisor)

Time sheet signed by supervisor due

#2 January 12th Journal entry #1 due

Current Event Paper #1 due

Time sheet signed by supervisor due

#3 January 19th Journal entry #2 due

Current Event Paper #2 due

Time sheet signed by supervisor due

#4 January 26th Journal entry #3 due

Current Event Paper #3 due

Time sheet signed by supervisor due

#5 February 2nd Journal entry #4 due

Current Event Paper #4 due

Time sheet signed by supervisor due

#6 February 9th Journal entry #5 due

Current Event Paper #5 due

Time sheet signed by supervisor due

#7 February 16th Journal entry #6 due

Current Event Paper #6 due

Time sheet signed by supervisor due

#8 February 23th Journal entry #7 due

Current Event Paper #7 due

Time sheet signed by supervisor due

Supervisor Mid-term Evaluation due

March 2-8 Spring Break

#9 March 9th Journal entry #8 due

Current Event Paper #8 due

Time sheet signed by supervisor due

#10 March 16th Journal entry #9 due

Current Event Paper #9 due

Time sheet signed by supervisor due

#11 March 23rd Journal entry #10 due

Current Event Paper #10 due

Time sheet signed by supervisor due

#12 March 30th Journal entry #11 due

Current Event Paper #11 due

Time sheet signed by supervisor due

#13 April 6th Journal entry #12 due

Current Event Paper #12 due

Time sheet signed by supervisor due

Supervisor Final Evaluation due

#14 April 13th Final Personal Reflection paper due

**University and College Policies**

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](http://www.fau.edu/regulations/chapter4/index.php).

Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities ([OSD](http://osd.fau.edu/)) – in Boca Raton, SU 133, (561) 297-3880; in Davie, MOD 1, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of** examinations and work assignments.  For further information, please see [Academic Policies and Regulations](http://www.fau.edu/academic/registrar/catalog/academics.php).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a “C”. This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university’s “Writing Across the Curriculum” and Gordon Rule math requirements also have a minimum grade requirement of a “C”. Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

**Withdrawals**

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course.

**Grade** Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

* There was a computational or recording error in the grading.
* Non-academic criteria were applied in the grading process.
* There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](http://www.fau.edu/regulations/chapter4/index.php).

**Disruptive** Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as *“... activities which interfere with the educational mission within classroom.”* Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

**Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

* To establish and implement academic standards
* To establish and enforce reasonable behavior standards in each class
* To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.