

MKT 484: Marketing Internship

MKT 484 registration is by Department of Marketing approval only.

Marketing 484 is a 3-credit upper division marketing elective, and you will receive a grade for the course. You must meet the following requirements to be eligible for course credit:

- Internship must be in a **marketing-related area (e.g., digital, market research, sales, sports, etc)**.
- Complete a minimum of 120 hours during your internship.
- **A minimum GPA of 3.0 and B- or better in MKT 300, 302 or 303 are PREREQUISITES for this course.** *If you do not meet these requirements, you will need to submit a petition through Advising SOS. Please discuss first with your Academic Advisor and notify the instructor that you are submitting the petition.*
- You **must contact** the MKT 484 course instructor to discuss the internship and to receive authorization to register for the course at least 2 weeks BEFORE starting the internship. If your internship begins *after* the start of the semester, *please contact the instructor immediately to discuss your registration options.*
- You **cannot** earn credit for time already completed an internship and **ongoing jobs/internships already in progress will not be considered for internship credit.**
- You may not have any relation to your internship supervisor or to the organization's owner.

Application Process

Please complete the online application in Qualtrics. The following information is required:

- ✓ **Student Applicant Information** (e.g., name, email address, major)
- ✓ **Internship Information** (company and supervisor information).
- ✓ Two instructors' names & email addresses for online recommendation forms
- ✓ Upload your **unofficial transcript** with current GPA and MKT 300/302/303 grade
- ✓ Discuss your **goals & expectations** for the internship (and to be inserted into **Section 1** of your paper—see below).
- ✓ **View both required videos** (application process & sample internship paper- links below)

Apply for MKT 484 – Link Below

Qualtrics Application Link & QR Code:

https://wpcareyschool.qualtrics.com/jfe/form/SV_1BSjium7GjgkfgG



Required Videos

You need to confirm that you watched both videos below

1) Application Process Video Link & QR code:

<https://mediaplus.asu.edu/embedded?id=bb7dbdba-8b53-45d2-87dd-7ca375aab95a&siteId=1c8389ca-3b9d-4601-8662-0fa71677b227>



2) Sample internship paper Video link & QR code:

<https://mediaplus.asu.edu/embedded?id=26423c32-1eb1-463a-a31c-043a91c0f3c9&siteId=1c8389ca-3b9d-4601-8662-0fa71677b227&isPrivate=>



Once you are registered for the course, you can also access this video and slide deck in the course Canvas site.

MKT 484 Internship Paper Overview- IMPORTANT

- Please refer to the course Canvas site for a sample paper. Your paper should be submitted on Canvas.
- Include a cover sheet, table of contents, and page numbers. The paper should be single-spaced.
- Your paper consists of five sections. Please review the information below to insure that you include all required information in your paper.

1. **Section I: Your Goals** (include in your Qualtrics application)
Describe your internship, and your expected goals, both company-oriented and personal. For example, what has your supervisor shared with you regarding his/her expectations of you? What do you hope to get out of this experience? You can use the content provided from your online application. This section should be about **1 page single-spaced (minimum)**.
2. **Section II: The Journal**
You should document what you are doing on a daily/weekly basis to accomplish your stated goals. You will need to maintain a **daily or weekly** journal and submit it with your paper. Please note that if you are submitting a weekly journal, you should include **at least** 1-2 paragraphs per week. Bullet points for a journal are not acceptable. Length for this section will vary, but should be representative of the hours worked (in other words, two sentences per week is not sufficient).

In addition, **keep track of your hours on a weekly basis—please include a table with all of your weekly hours logged**. You must provide documentation that you worked a minimum of 120 hours, **signed by your employer**. You can ask your employer to sign off on the table with your hours.

Your journal should be single-spaced.

3. **Section III: Reflection and Assessment**
In this section, you should discuss your overall assessment of the internship. Please be sure to answer all of the questions below.
 - a) What did you accomplish during your internship? Compare this with what you discussed in Section I and determine if there is any difference. Why is there a difference? How could the internship been improved?
 - b) Discuss discipline-specific knowledge you learned during your internship. For example, if your internship was *digital marketing* (or social media, sales, market research, sports-related, etc), describe key *digital marketing* (or social media, sales, market research, sports-related, etc) concepts and tools you learned. What is the role of *digital marketing* (or social media, event planning, sales, etc) within the organization? How does your role and department help create customer value?
 - c) What did you use from your classes (**identify 3 classes**) that helped you during your internship?
 - d) Include a self-assessment of your performance. How do you feel you performed during your internship?

Section III should be a minimum of **3-5 pages single-spaced (minimum is 3 FULL pages)**. Fewer than 3 pages will result in a grade reduction.

4. **Section IV: Internship Performance Evaluation**
Include an evaluation from your supervisor. This can be your employer's own evaluation form, or submitted as a letter—the letter should be written on company letterhead and signed by your supervisor. The letter should discuss your accomplishments and overall performance. This is an evaluation letter about your performance during the internship, not a generic recommendation letter.
5. **Section V: Sample of Work**

Include examples of the materials you create during your internship such as pictures of an event, screenshots of social media posts, press releases, presentations, etc. You can omit any confidential company information.

6. **Important Grade Information:**

This is a 3-credit hour class that can count as one of your electives as a Marketing major or it can be used as an upper division business class for other majors. Therefore, your final report should be equivalent in quality and professionalism to a paper submitted in an upper division course. **Please refer to the grading rubric in Canvas.** Please review all of the paper requirements carefully.

The due date is the last day of the regular semester (prior to finals week). Please try to submit your paper within 2 weeks of completing your internship. If you submit the paper after the semester/summer session due date, you will receive a “Z” (course in progress) which will be changed to a grade when your project is received and graded.

Frequently Asked Questions

1. **My internship will end *after* the regular semester ends. Will that affect my grade?**

If you submit the paper after the last day of the semester, you will receive a “Z” (course in progress) which will be changed to a letter grade when your project is received and graded.

2. **I’ve been working with my employer for the past several months or year. Can I receive credit for my internship?**

Unfortunately, we do not offer credit for ongoing work, or for an internship that is already in progress. If your internship changes, we may be able to offer credit for a “new” internship with your employer if you can provide an updated job description to show the new/different projects. However, only hours worked under the new project will count towards the 120+ hours requirement.

3. **I am not a Marketing major, but my internship is marketing-related. Can I still register for MKT 484?**

Yes, as long as you meet the requirements listed above and you are a W. P. Carey BS major (BA majors may also be eligible—follow up with instructor for more information)

4. **I am a Marketing major, but my internship is non marketing-related (e.g, accounting-related). Can I still register for MKT 484?**

No, your internship should be marketing-related. Fortunately, WPC 484 and BIS 484 are other options for internship course credit.

5. **Can I earn more than 3 credits for my internship or take the course twice?**

MKT 484 is a 3-credit course and can only be taken once. Refer to WPC 484 or BIS 484 for other options. For double certificates/majors (e.g., Professional Sales AND Sports Business), please see Internship Coordinator for more information.

6. **My internship starts in the middle of the semester. Can I still register for MKT 484?**

Possibly. You may be able to begin your internship now, and register for the following semester. See the Internship Coordinator for more info.

7. **Will my internship count towards my concentration or certificate (e.g., Professional Sales)?**

Most likely! Please see the Internship Coordinator to confirm that your internship is in a related field (e.g., For a Professional Sales concentration, your internship should be sales-related, or for a Sports Business major, the internship must be sports-related).

8. I haven't taken MKT 300/302/303. Can I still register?

MKT 300/302/303 is a prerequisite and required. You will need to wait until you have completed the course with a B- or better to register for MKT 484. You cannot take the course concurrently so you're your course schedule accordingly.

9. I received a C in MKT 300/302/303 or my GPA is below 3.0. Can I still register?

If you received a C in the MKT course and/or your GPA is below a 3.0, you can submit a petition through Advising SOS, or you will need to consider other internship course options such as WPC 484 or BIS 484. If MKT 484 is an elective, and not required, you should consider other elective options in your course of study.

10. I have a summer internship, but my scholarship does not cover summer tuition. Can I register for the course in the fall?

Yes, you may have the option to simply move the course registration (when the course appears on your transcript) to fall, but complete all of your work (e.g. journal, paper) during the summer. Your paper should be submitted by the end of summer/early fall. Please discuss this option with the instructor.

For questions, please contact the MKT 484 instructor, Professor Detra Montoya
Detra.Montoya@asu.edu.