Marketing Internship (MKT 484) Paper Requirements

→ The paper should be bound or in a professional folder. There are two examples available at the marketing department front desk (M-F, 8-5pm). Please stop by at your convenience to review them before submitting your final paper. Electronic copies will not be accepted. Stapled copies will result in a grade reduction. Your paper must be professional.

→ Please include a cover sheet, table of contents, and page numbers.

→ 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**
   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? This section should be about 1 page single-spaced (minimum), and completed and emailed to Professor Montoya (Detra.Montoya@asu.edu) prior to starting your internship. It should also be included with your final paper.

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, 2 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.

   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. Or, what is the digital marketing (or sales, social media, etc) work process? What is the role of this function (digital marketing, 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 and what would you like to have had taught to help you in this 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 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. **Your grade for this course is comprised of both your performance with your employer and your final paper.** Please review all of the paper requirements carefully.

   **The due date is the last day of the semester in which you have registered.** Please try to submit your paper within 4 weeks of completing your internship.

   If you submit the paper after the semester/summer session due date, you will received a “Z” (course in progress) which will be changed to a grade when your project is received and graded.

For questions, please contact the Marketing Internship Coordinator, Professor Detra Montoya Detra.Montoya@asu.edu or visit BAC 479 during office hours.

*Updated May 2018*