Marketing Internship (MKT 484)
Application Process

PLEASE READ CAREFULLY

MKT 484 registration is by Department of Marketing approval only.

Marketing 484 is a 3-credit upper divisions marketing elective. You will receive a grade based upon a paper (see below) and a performance evaluation.

Requirements for MKT 484

• Internship must be in a marketing-related area (e.g., digital, sales, sports, etc).
• Complete a minimum of 120 hours during your internship.
• A minimum GPA of 3.0 and have completed MKT 300, 302 or 303 with a B- or better. *If your GPA is below 3.0 and/or you MKT course grade is below B-, you will need to submit a petition to register for the course.
• You must meet with the internship coordinator to discuss the internship and to receive authorization to register for the course BEFORE starting the internship. If your internship begins after the start of the semester, you may be able to begin your internship and enroll for the current or following semester. Please see the internship coordinator for more information.
• You cannot earn credit for time already completed an internship and ongoing jobs/internships already in progress will not be considered for internship credit.

***Things to do *BEFORE * you begin your internship***

➔ Submit your completed application to the marketing department or email to Detra.Montoya@asu.edu
➔ You may access all internship application forms online at:

https://wpcarey.asu.edu/marketing-degrees/internships

1) Application form (available online)
2) Submit your unofficial transcript with current GPA and MKT 300/302/303 grade
3) Complete Agreement Details form that includes employer contact information and job description (available online). Since you will be receiving ASU course credit for work completed off campus, we create a partnership between your employer and ASU. You must provide ALL requested information in this form including start/end dates. Dates can be flexible, up to 5 years. This does not mean that your internship runs 5 years, but rather, the form will be in our system 5 years (and future interns will not need to submit this form again. If your employer plans on more interns, a longer time period is preferred). Note, “SPA” is Student Placement Agreement, and “Sponsor” is your employer. Paid internships = Paid SPA and unpaid internships = SPA on the form.

The information in this form will be uploaded to an electronic form (DocuSign) to be signed by your employer and Dean Hillman. Please be sure to let your employer know this form will be sent to them in case it arrives in a spam folder.
4) Provide **two recommendation forms** from professors (form is available online). They can email them directly to **Detra.Montoya@asu.edu** or drop them off in the Marketing Department.

5) Complete **Section 1** of your paper (see Internship Paper Requirements). Email to **Detra.Montoya@asu.edu**

→ Schedule a meeting with the **Marketing Internship Coordinator, Professor Detra Montoya**
  
  **Detra.Montoya@asu.edu** or visit BAC 479 during office hours **PRIOR** to beginning your internship.

→ You must submit your entire application for approval and meet with Professor Montoya before you can receive permission to register for MKT 484.

### 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.

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 WP Carey BS major (BA majors may also be eligible—see internship coordinator for more information).

4. **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.

5. **My internship starts in the middle of the semester. Can I still register for MKT 484?**
   
   Yes, you can register for MKT 484, however, you will need to discuss your options on whether it is appropriate for you to register for the current, or upcoming semester.

6. **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).

7. **I haven’t taken MKT 300/302/303, I received a C in MKT 300/302/303 or my GPA is below 3.0. Can I still register?**
   
   **MKT 300/302/303 is a prerequisite, and is required. If you received a C in the MKT course, or your GPA is below a 3.0, you will need to submit a petition to override this requirement. Unfortunately, there is no guarantee that it will be approved. WPC 484 or CISA 484 may be other options.**