

MARKETING INTERNSHIP INSTRUCTIONS FOR FINAL REPORT BY INTERNS

General Instructions

Each student intern must prepare a final report which summarizes and evaluates the internship experience. The final report should be typed, double-spaced, and should not exceed five pages. Submit the report to the Marketing Internship Director the week before finals. Internships are evaluated on a pass/fail basis. Whether the student passes or fails the internship will depend in part upon the quality of the final report.

Academic credit will not be given just for good performance on the job. Rather, academic credit will be awarded based on evidence that the student has received a valuable educational experience which complements classroom learning. The final report should, therefore, permit the Marketing Internship Director to adequately evaluate the overall learning process provided by the internship.

Suggested Outline

1. **Introduction** (2 or 3 paragraphs)

Describe the internship in general terms. Include the name of the company, identify its principal lines of business, state its size in annual sales, assets, number of employees, and other such information. Describe how the department or function you worked in fits into the company as a whole.

Provide specific details about the internship. State the average number of hours worked each week, name and title of the supervisor, and the overall duration of the internship.

2. **Tasks Worked On** (1 or 2 pages)

This section of the report should describe the specific aspects of the work tasks. Describe the work activities, the final product, and responsibilities assumed by you. Tasks should be described in terms that will permit the internship director to understand how the work relates to professional practices.

3. **Relation to Theory** (1 or 2 pages)

Relate how work tasks fit in with theory as presented in classes, in textbooks, and by professors. In most companies, actual practices depart somewhat from methods taught in school. Describe how the company's methods agree or disagree with what you learned in class.

4. **Evaluation** (1 or 2 paragraphs)

Provide your own evaluation of the internship. Was it intellectually challenging? Were you allowed to use your own initiative? Would you recommend a similar internship for another student? How did it affect your career goals?

You must turn in your report to the Marketing Internship Director no later than the day before final exams begin. Check the BSU calendar for the exact date.