

Mktg 493 - MARKETING INTERNSHIP

Boise State University

General:

The internship (Mktg 493) is designed to provide marketing majors with practical, on-the-job experiences which can contribute to their academic and career development. A list of currently available internships is kept in the Department of Marketing and Finance (B-306); the Marketing Internship Director also keeps a copy of the current list. Students may choose from this list or seek out other internships on their own.

Since not all internships are paid positions, there often is considerable competition for interns. Students also may deem some organizations more desirable than others when considering an internship experience.

Marketing majors at BSU can receive up to three (3) marketing elective credits toward their Bachelor of Business Administration degree through the successful completion of a marketing internship. Other business majors or a second internship by a marketing major will receive general business credits.

Criteria:

Only learning experiences that are comparable to upper division marketing courses will be considered for Mktg 493 credit. Interns are expected to learn at a level that prepares them for professional employment requiring college graduates. Clerical/secretarial, counter sales, and similar experiences are unacceptable. The majority of our students already have some of that type of experience. The internship director will evaluate the learning potential of the proposed internship prior to acceptance of any internship.

Requirements:

All students must have successfully completed Principles of Marketing, Mktg 301, and one additional upper-division marketing course to be eligible for a marketing internship. For marketing internships requiring specialized knowledge, i.e., marketing research, international marketing, etc., the student must have successfully completed the applicable course prior to applying for the internship. Before registering for the internship, students must submit to the Marketing Internship Director a completed Statement of Objectives (Form A) which includes the supervisor's and the student's signatures. Once Form A is received and approved, the student will be given a signed special permit form to register for the internship.

Grading:

Fifty hours of on-the-job experience is required for each credit hour granted. Upon completion of the work experience, the supervisor will evaluate the intern's performance using Form B, and the student will complete a final report. Both the report and the supervisor's evaluation must be submitted to the Marketing Internship Director no later than the last day of normal classroom instruction for the academic period the student is registered in, or the student will receive an "incomplete" (I) mark on the semester grade report. Form B and the report will be evaluated and compared with the statement of objectives (Form A); the student will receive a Pass (P) grade for successful completion of the internship or a Fail (F) grade if unsuccessful.

Responsibilities—Student Intern:

The student intern agrees to

1. be registered at Boise State University as an
2. Internship/Cooperative Education student in good standing.
3. complete the internship during the dates specified unless special arrangements are made with the Cooperating Agency and the Boise State department professor evaluating the Internship.
4. comply with all Cooperating Agency policies and procedures.
5. work conscientiously under the direction of the supervisor assigned by the Cooperative Agency.
6. comply with the rules of confidentiality regarding all information and data of the Cooperating Agency.
7. report serious problems (including physical, safety and personnel) to the Cooperating Agency supervisor and the Boise State department professor evaluating the Internship.
8. complete all Boise State academic assignments and course work related to this internship as outlined by the applicable department.

Responsibilities—Boise State University:

Department Internship Coordinator will

1. assume general responsibility for the pre-internship; orientation, academic instruction, advertisement and evaluation of the intern.
2. communicate and consult with the Cooperating Agency to facilitate the successful operation of the internship activity.
3. inform the Intern that he/she is subject to the general rules, policies, and procedures of the Cooperating Agency as such are provided to Boise State by the Cooperating Agency.
4. respond in a timely manner via the Department professor evaluating the internship to any complaints concerning the intern.
5. approve, in consultation with the Cooperating Agency, the Boise State students who will be placed in internship positions and the effective dates of work.
6. provide assistance to the Cooperating Agency in determining job assignments and work objectives.

Responsibilities—Cooperating Agency:

The Cooperating Agency will

1. accept the primary responsibility for supervision and control of the intern at the work site.
2. accept a qualified intern without discrimination because of race, color, sex, creed, national origin, religion, age, or disability.
3. plan with the Boise State department professor evaluating the intern in selecting and implementing learning experiences for the intern in order to fulfill the objectives of the field instruction.
4. provide or assist the intern in developing a job description (internship objectives) and orient the intern to the cooperating agency.
5. take all reasonable and necessary precautions to provide safety for the intern including notification concerning any dangerous conditions or hazards to which he/she may become exposed.
6. assist Boise State in the evaluation of the Intern's work and give Boise State timely notification of any significant problems concerning any intern and the internship.
7. maintain the confidentiality of the intern's academic and personal records, and not transmit them to other parties not included in this Agreement without the express written permission of the intern.
8. designate a suitable qualified supervisor for each intern who will also serve as a liaison with the Boise State department professor evaluating the internship.