

Marketing Internship

COURSE NUMBER: MKTG 494

INSTRUCTOR: Canessa Collins EMAIL: collincn@jmu.edu

Units: 3 Credits Office: Showker 4014

Office Hours: Monday's and Wednesday's: 8:30 a.m. – 10:10 a.m. and 1:30 p.m. – 2:20 p.m.

GENERAL GUIDELINES

The purpose of an internship or experiential learning experience is to enable College of Business students to gain valuable work experience within the business environment. This experience is designed to complement the course work taken so that your business education experience is enhanced. Experiential learning is an educational plan that integrates classroom study with practical work experience. It is intended to contribute meaningfully to your overall preparation by providing an opportunity for the practical application of skills and concepts learned in classes. An internship is much more than a job; it is a course which offers you an individualized educational experience through the study of a structured employment situation. The credit is for the learning - not the work experience.

OBJECTIVES

The Internship will offer the student the opportunity to:

- Get practical experience within the business environment.
- Gain a more complete understanding of various marketing management functions through the development of marketing audit study.
- Develop the ability to analyze and propose solutions to business problems.
- Develop a greater understanding about career options while more clearly defining personal career goals.
- More fully understand the activities and functions of marketing professionals.
- Develop and refine oral and written communication skills.

COURSE REQUIREMENTS

Each student must:

- Register for MKTG 494
- Work at least 200 hours over the course of the internship (Documented on the Google Spreadsheet) - you will **not pass** the course without working the minimum number of hours
- Complete ten online discussion board posts and respond to two posts per discussion posts
- Complete a final report (see below for extensive details)
- Complete the student evaluation
- Have your supervisor return the performance evaluation by the specified date on Canvas
- Write a professional thank you letter to your supervisor to conclude the internship
- Meet with Professor Collins for 10 - 15 minutes via Zoom twice during the assigned available times
- Communicate with your faculty advisor during your internship via email, Zoom or Canvas as required

GRADING

Final grades will be determined after successfully completing your internship and submitting a final report.

Grades will be determined by the following weights:

Documented 200 Hours:	10% (you cannot pass the course without fulfilling this requirement)
10 Discussion Board Posts:	10%
Discussion Board Responses:	10%
Two 10-Minute Meetings	3%
Employer Evaluation:	15%
Student Evaluation:	5%
Final Report:	45%
Thank you Note:	2%

Grading:

90-100 points:	A (94-100)/A- (90-93.99)
80-89 points:	B+ (87-89.99)/B (84-86.99)/B- (80-83.99)
70-79 points:	C+ (77-79.99)/C (74-76.99)/C- (70-73.99)
60-69 points:	D+ (67-69.99)/D (64-66.88)/D- (60-63.99)
59 points and lower:	F (59.99 and below)

Course Policies

- Progress reports will be posted in the “Assignments” section of Canvas and are due by 11:59 PM on the posted due date. See below for details.
- The final report is due by 11:59 PM on the posted date.
- ANY REPORT SUBMITTED AFTER THE DUE DATE WILL BE REDUCED BY ONE LETTER GRADE FOR **EACH HOUR IT IS LATE.**
- The James Madison University Honor Code will be in force in the course.

DISCUSSION BOARD POSTS

There will be 10 discussion board posts that will require students to reflect on their internship experience. Each discussion board post will be posted to Canvas and will require students to respond to a specific prompt. Students will be graded on the quality, depth, detail, and relevance of the post, as well as did they meet the minimum sentence requirement (2 point deduction per sentence not included) and how well the post was written (grammar and spelling). Each discussion board posts will be due by 11:59 p.m. on Thursday of the week stated on Canvas.

DISCUSSION BOARD RESPONSES

Students will be required to respond to two different peer discussion board posts for each week there is a discussion board posts. The responses should reflect that the student read and thought about what their peers posted and it should move the discussion forward. Students will be graded on the quality, depth, and detail of each response. Discussion board responses are due by 11:59 p.m. on the Sunday following the deadline of the corresponding discussion board post.

ANY POST WHICH IS SUBMITTED AFTER THE DUE DATE WILL BE REDUCED BY ONE LETTER GRADE (10 points) FOR EACH HOUR IT IS LATE.

TWO 10-MINUTE PRE-SCHEDULED MEETINGS.

OPTIONS FOR TIMES ARE DURING OFFICE HOURS IN PERSON ON THE ASSIGNED DATES OR DURING A PRE-SCHEDULE ZOOM TIME. SEE CANVAS FOR THE TIMES THAT ARE AVAILABLE TO MEET. YOU NEED TO SIGN UP FOR WHICHEVER TIME WORKS BEST FOR YOU BY THE DEADLINE ON CANVAS.

You will receive one assignment grade for signing up for the two 10-minute meetings by the deadline on Canvas. There will be two participation assignments for attending the **meeting that that you signed up for and arriving on time.** You will receive full credit for attending the time that you chose and showing up on time. You will not receive any credit for these meetings if you fail to show up and points will be deducted by 50% if you show up late. These are very informal meetings, with the purpose of the first meeting to go over information for the course and to answer any questions and the second meeting is to see if you have any questions regarding your final report, which is a large portion of your overall grade.

FINAL REPORT:

The final report shall consist of the following sections which are explained and outlined on the following pages:

- Cover Page (Company Name, Logo, Course Name, Student Name, Date)
- Table of Contents with corresponding page numbers
- Company Description
- Job Description
- Marketing Audit (Complete 4 out of the 5 sections of the audit. Details for each section are provided later in the syllabus.)
- Personal assessment of your job performance (2 to 6 pages)
- Appendix
- Bibliography

The final report should be presented in a professional business report. The following guidelines and deductions apply to the final report:

- All pages should be double-spaced, consecutively numbered – **up to a 5-point deduction (2.5-point deduction for not double-spacing and 2.5 deduction for not inserting page numbers)**
- Each section must start on a new page (use page breaks after each section) – **10-point deduction if this is not done (you are responsible for double checking your submission to ensure that there were not any shifts in pages)**
- Maximum of 12-point font, **including headings and subheadings – 3-point deduction if incorrect sizes are used for the heading and subheadings**
- There should not be any extra spacing between paragraphs or between headings/sub-headings and the copy. – **5-point deduction if extra spacing is used**
- 1-inch margins on all sides – **10-point deduction for not using the correct margins**
- **Only** Arial or Times New Roman font types may be used – **5-point deduction for using the incorrect font type**
- All sections and sub-sections should be clearly marked with headings and sub-headings- **up to 5-point deduction (2.5-point deduction for not including the headings and 2.5 deduction for not including the subheadings)**
- An appendix must be included that includes supporting material, **images and graphs should not be included within the report** but must be inserted in the appendix (**5-point deduction per image inserted within the “Audit Section” of your report**). These appendices must be clearly labeled and the information in each appendix must be referenced within the body of the final report.
- A bibliography should be included listing all information sources consulted, including individuals with whom you have spoken or interviewed.
- APA or MLA citations should be used to reference in text and in the bibliography
- Double check your submission to make sure nothing shifted in your submission. Submit as a pdf.
- **Significant deductions will apply to each section that does not meet the minimum required page length.**

GUIDELINES FOR THE FINAL REPORT

The expectations for each section of the final report are outlined below. But please remember these are guidelines. You may need to adapt them to your internship.

Company Description. A brief description (1 page) of the company for which you are working. This should include the nature of the products and services offered and a profile of the customers who use them. You may also provide brochures or collateral material that further describes the company.

Job Description. The job description should be written in third person as if you, acting as a manager, were writing it for a new employee/associate. It should be written in outline form, except for the job summary section. Headings should be used to identify each of the job description sections. A suggested outline for the job description is listed below:

- Job title and place of employment.

- Job summary -- narrative summary of the activities of the position.
- Qualifications -- education and experience required and/or desirable.
- Working conditions -- uniform requirements, physical surroundings, working days, hours, etc.
- Salary and benefits.
- Job relationships -- to whom is the individual responsible and for whom is the individual responsible.
- Specific duties and responsibilities -- a list should be provided to indicate all duties performed by the individual in this position.

Marketing Audit of the Company. Introduction to the Marketing Audit: The purpose of this section of the final report is to provide an overview of the individual department as well as the entire company. You will be expected to conduct personal interviews with selected managers and to complete company research to complete this section of the report. The topics that the marketing audit addresses are shown on the following pages. You can add to these suggested topics all relevant aspects of the firm's marketing activities. It is impossible to develop a list of audit questions which is totally applicable for all organizations. Please use the questions as a guide, not an absolute mandate. In every organization, information in some sections will be readily available, and other sections will be more difficult to complete, please allow for enough time to complete your report so that you can interview the appropriate people. While you do not have to answer every single bullet point question, you must fulfill the page length requirement for that section/sub-section with enough relevant detailed answers in those that you do answer.

When completing the marketing audit portion of the final report, you will not be expected to complete the entire audit. You must complete four of the five sections outlined on the following pages. ***You must complete Section A-The Marketing Environment and Section E-Review of Marketing Functional Areas. Of the remaining three sections, you are to complete two sections.***

You may select any two sections from sections B-D.

As you develop the marketing audit, your assignment is to provide a summary of what you have found and to organize your findings into a report which is clear, concise and organized and presented in a business report format. **Do not** simply provide a listing of answers to the questions contained in the audit. Rather, under each separate heading and subheading, you are to **summarize your findings** to the entire list of questions for that particular section. The keys to completing an excellent marketing audit are:

- the thoroughness of your research and information presented, and
- your organization of the information into a format which can be readily understood by those who read and review it.

One of the benefits of completing the marketing audit as a part of your internship is that it can be directly related to several courses within the marketing curriculum. Prior experience with a marketing audit will be especially beneficial when you enroll in MKTG 485 - Marketing Management, the capstone course in the marketing program.

A. The Marketing Environment (4-6 pages) - Required Section

The Macroenvironment

- What does the company expect in the way of inflation, material shortages, unemployment, and credit availability in the short run, intermediate run, and long run?
- What effect will forecasted trends in the size, age distribution, and regional distribution of population have on the business?
- What major changes are occurring in product and/or process technology? What are the major generic substitutes that might replace this product?
- What laws or regulations are being proposed that may affect marketing strategy and tactics? What is happening with pollution control, equal employment opportunity, product safety, advertising, price control, etc. that is relevant to marketing planning?
- What changes in consumer lifestyles and values have a bearing on the company's target markets and marketing methods?

Task Environment

- What is happening to market size, growth, geographical distribution, and profits? What are the major market segments and their expected rates of growth?
- How do current customers and prospects rate the company and its competitors on reputation, product quality, service, sales force, and price?
- How do different classes of customers make their buying decisions? What evolving needs and satisfactions are the buyers in this market seeking?
- Who are the major competitors? What are the objectives and strategy of each major competitor? What are their strengths and weaknesses? What are the sizes and trends in market shares?
- What are the main trade channels bringing products to customers? What are the growth potentials of the different trade channels?
- What trends are occurring among the firm's suppliers in their dealings with the company?
- What is the outlook for the cost and availability of transportation services and warehousing facilities? What trends are occurring in advertising agency services that will affect company relationships? How effective are existing advertising efforts?
- How is the company effectively dealing with publics?

B. Marketing Strategy Review (1-3 pages)

- Are the corporate objectives and mission clearly stated? Do they lead logically to the marketing objectives?
- Are the marketing objectives stated clearly enough to guide marketing planning and subsequent performance measurement? Are the marketing objectives appropriate, given the company's competitive position, resources, and opportunities? Is the appropriate strategic objective to build, hold, harvest, or terminate this business?
- What is the core marketing strategy for achieving the objectives? Is it sound?
- How are marketing resources allocated to product, service, sales force, advertising, promotion, and distribution functions?

C. Review of Marketing Organization and Management Structure (2-3 pages)

- Review the owners of the organization and parent organization.
- Review the organizational structure of the parent company, the local organization, and the department where you are assigned. Show organizational charts where possible.
- How are marketing responsibilities structured - along functional, product, end user, or territorial lines?
- Compare the formal and informal lines of communication. How would they compare with other organizations you have worked?
- Are there good communication and working relations between various departments, e.g. sales and marketing, or engineering and marketing? Are there any problems between marketing and manufacturing, R&D, purchasing, finance, accounting, and legal that need attention?
- Is the product-management system or other product-market structures in use working effectively? Are the product managers able to plan profits or only sales volume?
- Are there any groups in marketing that need more training, motivation, supervision, or evaluation?
- Would you describe the work environment as pleasant, tough, neutral or threatening?
- Do others make suggestions to their supervisors? In what capacity?
- Do you see any personnel problems in the work environment; if so, explain.

D. Review of Marketing Information Systems and Operations (2-3 pages)

- Is the marketing intelligence system producing accurate, sufficient, and timely information about developments in the marketplace?
- Is marketing research being adequately used by company decision makers?
- Are sales forecasting and market-potential measurement soundly carried out?
- Are sales quotas set on a proper basis?

- Are the control procedures (monthly, quarterly, etc.) adequate to ensure that the annual-plan objectives are being achieved?
- Is provision made to examine and validate periodically various marketing costs? How are budgets determined? Who is involved in the planning?
- Is the company well organized to gather, generate, and screen new product ideas?
- Does the company do adequate concept research and business analysis before investing heavily in a new idea?
- Does the company carry out adequate product and market testing before launching a new product?

E. Review of Marketing Functional Areas (3-6 pages) - Required Section

Products/Services

- What are the product line objectives? Are these objectives sound? Is the current product line meeting these objectives?
- Are there particular products that should be phased out? Are there new products that are worth adding?
- Are any products able to benefit from quality, feature, or style improvements?

Price

- What are the pricing objectives, policies, strategies, and procedures? Are prices set on sound cost, demand, and competitive criteria?
- Does the company use price promotions effectively?

Distribution

- What are the distribution objectives and strategies?
- Is there adequate market coverage and service?
- How effective are the following channel members: distributors, manufacturers' reps, brokers, agents, etc.?

Advertising, sales promotion, and publicity

- What are the organization's advertising objectives? Are they sound?
- Is the right amount being spent on advertising? How is the budget determined?
- Are the ad themes and copy effective? What do customers and the public think about the advertising?
- Are the advertising media well chosen?

Sales force

- What are the organization's sales force objectives?
- Is the sales force large enough to accomplish the company's objectives?
- Is the sales force organized along the proper principle(s) of specialization (territory, market, product)?
- Are there enough (or too many) sales managers to guide the field sales reps?
- Does the sales compensation level and structure provide adequate incentive and reward?
- Does the sales force show high morale, ability, and effort?
- Are the procedures adequate for setting quotas and evaluating performance?
- How does the company's sales force compare to the sales forces of competitors?

Personal Assessment. Students completing internships in prior semesters have indicated that this section of the final report was the most beneficial. It offers the opportunity to reflect on the entire internship experience and think about both the positive and negative aspects of your internship. The page length requirement for this section is 2 to 6 pages. This section should address the following questions and issues:

- To what extent have you learned new disciplines for learning and managing your time?
- Have your career goals been reinforced or have you decided to alter your original goals?
- What new skills have you acquired and what present skills have been reinforced?

- Consider the full range of skills: leadership; technical; communication; artistic; social; political and others?
- What specific techniques have you learned which will improve your interpersonal skills? How will these improve your ability to be a successful manager?
- How could your internship experience have been more beneficial? What were the most positive and negative aspects of your experience?
- What suggestions would you make for improving this internship experience?

PERFORMANCE EVALUATION

Employer Evaluation

Your manager must complete a final performance appraisal at the end of the internship. The performance evaluation link will be posted in Canvas for you to send to your supervisor. It is up to you to ensure that your supervisor completes the survey. Part of your employer evaluation grade is that your evaluation is submitted on time. The instructor will follow up with the supervisor once it is submitted to ensure its authenticity. Your grade for this assignment will be determined based on the feedback received.

Student Evaluation

You must complete a final appraisal at the end of the internship that will evaluate your overall experience as an intern. This will be a completion grade. The link will be posted in Canvas at the beginning of August for you to complete. You will be deducted points based upon you turning it in on time.

DOCUMENTATION OF HOURS WORKED

You will complete an ongoing Google Spreadsheet each week that will document the total number of hours worked. You must complete 200 hours by the end of your internship.

THANK YOU NOTE

You will be required to handwrite a thank you note to your supervisor. You should thank them for the experience, as well as provide details of how the experience was beneficial to you. In order to receive full credit, you must make it personal and include specific examples. You will be required to turn a copy of the thank you note that include pictures of the front, back and handwritten inside into your instructor through Canvas.