



MKT 484: Marketing Internship

*MKT 484 registration is by Department of Marketing approval only,
which is achieved through the processes documented herein*

Marketing 484 is a 3-credit upper division marketing elective, and students will receive a grade for the course. Students must have an **internship offer in hand** in order to apply; this class will NOT provide students with an internship. We recommend using Handshake to find internships.

To be eligible for the course, students must meet the following requirements:

- **Complete MKT 300, 302 or 303 with a B- (or better) and a minimum GPA of 3.0**
 - *If you do not meet these requirements, discuss with your Academic Advisor whether it is advisable to submit a petition through Advising SOS. Please notify the instructor that you are submitting the petition.*
- **At least 2 weeks BEFORE** starting the internship, you **must apply** to register for the course.
 - *If your internship begins after the start of the semester, please contact the instructor immediately to discuss your registration options.*
- **Internship must match up with student's specific marketing major**
 - Digital marketing major internship must involve social media, website, digital advertising
 - Sales major internship must involve the selling process, prospecting, or giving sales pitches
 - Sports business major internship must involve working in the sports industry with fans, athletes, events, or promotions
 - General marketing major internships must involve anything related to marketing, including any of the above, as well as market research, customer relationships, retail management, etc.
- **Must be an internship**
 - Definition: An internship is time-limited employment (paid or unpaid) under the direction of a supervisor with relevant marketing expertise. The internship provides training and/or meaningful work experiences that directly contribute to the student's academic field of study.
 - Self-employment cannot count as an internship.
 - Employers cannot engage in predatory practices as outlined by the WPC Career center: <https://career.wpcarey.asu.edu/blog/2021/03/19/excluded-recruiting-practices/>
- **Ongoing jobs/internships already in progress will not be considered for internship credit**, and students **cannot** earn credit for time already completed an internship
- Students may not have any relation to the internship supervisor or to the organization's owner
- Students must complete a **minimum of 120 hours during the internship**
 - If you hit 10 hours/week over the 16-week semester, you'll have more than enough hours

Application Process

In order to get the approval of the Department of Marketing, there are several steps. Completing an application is the first step. The application is linked below and will ask for the following information:

- General academic information (expected graduation, major, unofficial ASU transcript)
- Internship information (location, hours, pay, contact information for supervisor, start and end dates)
- Goals of the internship (from the company's perspective and for the intern)
- Contact information for 2 ASU instructors (that would be willing to recommend you—they do NOT have to write a recommendation letter, I will send them an easy recommendation form)

Link to application:



<https://tinyurl.com/MKT484ASU>

Helpful Video

What are the next steps after the application?



<https://mediaplus.asu.edu/embedded?id=638383ae-00b0-4fa0-b730-844b618dae23&siteId=1c8389ca-3b9d-4601-8662-0fa71677b227>

For questions, see the FAQ below, or contact the MKT 484 instructor, Professor Elise Riker:
Elise.Riker@asu.edu

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. Note, this is assuming that your internship is continuing past the last day of the semester. Your paper is then due 2 weeks after the last day of your internship. If the paper is submitted after 2 weeks without approval from your professor, your paper is considered LATE and will be penalized.

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. However, only hours worked under the new project will count towards the 120+ hours requirement.

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 W. P. Carey BS major (BA majors may also be eligible—follow up with instructor for more information)

4. I am a Marketing major, but my internship is non-marketing-related (e.g, accounting-related). Can I still register for MKT 484?

No, your internship must be related to your specific major. Fortunately, WPC 484 and BIS 484 are other options for internship course credit. A digital marketing major internship must involve social media, website, or digital advertising. A sales major internship must involve the selling process, prospecting, or giving sales pitches. A sports business major internship must involve working in the sports industry with fans, athletes, events, or promotions. General marketing major internships must involve anything related to marketing, including any of the above, as well as market research, customer relationships, retail management, etc.

5. 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. For double certificates/majors (e.g., Professional Sales AND Sports Business), please reach out to the Internship Coordinator for more information.

6. My internship starts in the middle of the semester. Can I still register for MKT 484?

Please refer to the application deadlines. You may be able to begin your internship now and register for the following semester. See the Internship Coordinator for more info.

7. 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, or for a Sports Business major, the internship must be sports-related).

8. I haven’t taken MKT 300/302/303. Can I still register?

MKT 300/302/303 is a prerequisite and required. You will need to wait until you have completed the course with a B- or better to register for MKT 484. You cannot take the course concurrently so please review your course schedule accordingly.

9. I received a C in MKT 300/302/303 or my GPA is below 3.0. Can I still register?

If you received a C in the MKT course and/or your GPA is below a 3.0, you can submit a petition through Advising SOS, or you will need to consider other internship course options such as WPC 484 or BIS 484. As MKT 484 is an elective, and not required, you should consider other elective options in your course of study.

10. I have a summer internship, but my scholarship does not cover summer tuition. Can I register for the course in the fall?

Yes, you may have the option to move the course registration (when the course appears on your transcript) to fall, but complete all of your work (e.g. journal, paper) during the summer. Your paper should be submitted within two weeks of your last day at your internship. Please discuss this option with the instructor.

MKT 484 Internship Paper Overview- IMPORTANT

- Please refer to the course Canvas site for a sample paper.
- Submit your paper on Canvas. Include a cover sheet, table of contents, and page numbers. The paper should be single-spaced.
- Your paper consists of five sections. Please review the information below to ensure that you include all required information in your paper.

1. **Section I: Your Goals** (included in your application)

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? You can use the content provided from your online application. This section should be about **1 page single-spaced (minimum)**.

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 (a half a page) 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, two 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, **signed by your employer**. You can ask your employer to sign off on the table with your 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 be 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. What is the role of *digital marketing* (or 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 during your internship? These do NOT have to be classes within the business school.

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.

Important Grade Information:

This final report should be equivalent in quality and professionalism to a paper submitted in an upper-division course. There are high expectations of your work since this is the only requirement to earn 3 credit hours. **Please refer to the grading rubric in Canvas and review all of the paper requirements carefully.**

The due date for your paper is the last day of the semester/summer session. The one exception is if you are completing your internship over the summer and registered for the fall semester. In this situation, your paper is due within 2 weeks of completing your summer internship (even if you are registered for fall semester).

There will be a 10% grade deduction if your paper is submitted after the due date AND more than 2 weeks after the completion of your internship. For example, your internship ended April 15th (and it's due at the end of the spring semester), and you submit your paper in June.

If your internship runs past the last day of the semester or summer session, please notify the instructor. You will receive a "Z" (course in progress) which will be changed to a grade when your paper is received and graded.