Internship Course Packet
Marketing 4800

Faculty Contact
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Intern Coordinator
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Course Requirements:

Work Hours Required:  240
Midterm Evaluation:  No
Timesheets:  No
Report Length:  3-5 pages double spaced
Report Information:  Post completed report to Blackboard

NOTE: Communication with students and supervisor throughout the semester depend on the correct information being available in Eagle Careers and Report An Intern. Assuring the information is correct is the student’s responsibility. If information is not up-to-date and reports or assignments are not completed it may result in an incomplete or non-pass.
Prior to Registration/During Registration period:

Request for Academic Credit

- Login to your UNT Eagle Careers student account
- Verify your student contact information (My Account>My Profile)
- Click on the “Report an Internship Hire” link (located on the left-hand side of the page)
- Follow the online instructions

Approval Process:

- Your request will be forwarded to your department for approval
- Once approved, you will receive a confirmation e-mail indicating you have been authorized to register for MKTG 4800.
- The syllabus/course packet will be available on Blackboard. Please download and review this information.
- Register and pay for the course through the usual registration process.

Caution: As with any course, failure to make payment in accordance with the Registrar’s deadlines will result in you being dropped from the class

During the semester:

Carefully follow all instructions provided in this MKTG 4800 Course Packet-Syllabus

- Complete the Learning Objectives Agreement
  - You will receive a user-specific link by e-mail after your Report An Internship is approved
  - REVIEW Learning Objectives with your supervisor before submitting them via Eagle Careers
- Complete the Student Evaluation
  - You will receive a user-specific link by e-mail to complete them in Eagle Careers after the mid-semester class day
- Have your supervisor complete the Employer Evaluation
  - He/she will receive a user-specific link by e-mail to complete them in Eagle Careers after the mid-semester class day
- Complete a Final Report about your internship and submit it via Blackboard.

Instructions for End of Semester Final Report

The Final Report is due 2 weeks before Finals Week of each semester. You must submit these reports for every semester for which you request credit. The report must be submitted via Blackboard. The Career Center will record the date it is received and will present all of those submitted by the deadline to Dr. Randall, who then assigns your pass/no-pass grade.

The Final Report of Semester should be at least 3-5 typed, double-spaced pages. In the Report you should:

- Describe the job you did, elaborating on the details that relate to your major.
- Discuss how well you were able to accomplish the Learning Objectives you set at the beginning of the semester.
- Explain what you learned from this experience (include any special training or seminars provided by the employer).
- Discuss how well you were prepared, academically, for this position.
- Discuss any weaknesses in your academic preparation for this position.
- Discuss how this experience will affect your career.

UNT Career Center
GENERAL INFORMATION about Internships

The UNT MKTG 4800 Internships Course Packet/Syllabus is provided to all students who seek credit for their internships. While the Career Center does not award academic credit, we do assist faculty supervisors by maintaining the paperwork for those work experiences.

STUDENT & EMPLOYER EVALUATIONS

Both the Student Evaluation and Employer Evaluation must be completed prior to the published deadlines.

You will be emailed the link to the student evaluation prior to the due date. Please make sure we have your preferred email in the UNT Eagle Careers.

Your supervisor will be emailed the link to the employer evaluation. Please make sure we have your supervisor’s correct email (this is especially important if you change supervisors after beginning your internship).

FINAL REPORT

Please submit your report via Blackboard and save a copy for yourself.

IMPORTANT:
Failure to complete your evaluations and/or your final report may result in an “I” or an “F” for the course.

ON-SITE VISIT

As time permits, it is possible that your internship/co-op coordinator may conduct an on-site evaluation visit. We will schedule a day and time with your supervisor and (if at all possible) you. The primary purpose of this visit is to discuss the employer’s overall satisfaction with your performance and progress. Additionally, we visit in order to maintain and improve the working relationship between UNT and the employer.

Feel free to contact the Career Center at 940-369-7238 if you have any questions or concerns.