MARKETING 486 002
INTERNSHIP IN MARKETING SYLLABUS
DEPARTMENT OF MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS
NELSON RUSCHE COLLEGE OF BUSINESS
Spring 2016

PROFESSOR:  Dr. Marlene Kahla, Associate Professor, Assistant Department Chair, Director of Internships and Special Problems

Course:  MKT 486 002

CLASS HOURS:  Monday through Thursday meeting twice a week, afternoon

OFFICE HOURS:  TBA

Office Location:  403C McGee (Business) Building
Class Location:  TBA

PROFESSOR CONTACT INFORMATION:  Office telephone:  936-468-4103; or email:  mkahla@sfasu.edu

Catalog Description:  - 3 semester hours. Individual instruction in marketing

Prerequisites:  Junior Standing and at least 2.5 overall GPA

Course Objective:  To provide instruction in career development as student completes the course and gains experience in Marketing

Objectives:  identify the Marketing and other business terms and concepts that are significant within the fields of Marketing, to be measured by performance on individual and term project;

understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations, individual and term projects;

demonstrate how to apply and use these concepts in Marketing and business, to be measured by performance the term project;
demonstrate preparation for entry into a career in Marketing to be measured by overall performance in meeting the course requirements.

Prerequisite: Senior standing and 15 hours of marketing

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting once a week.

Text: Supervising Professor’s Choice

Reading & Study Materials: Data bases available via SFASU Steen Library

Evaluative Criteria: Based on student’s ability to effectively research and prepare marketing strategy based on the research for one of the following clients: Prepare Travel Log to enable a client to have an excellent experience while traveling abroad.

Semester Schedule

Course Calendar:

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<tr>
<th>Week</th>
<th>Classes begin</th>
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<tbody>
<tr>
<td></td>
<td>Meet with supervisor and advisor</td>
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<tr>
<td>Week 2</td>
<td>Meet with supervisor and advisor</td>
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<tr>
<td>Week 3</td>
<td>Meet with supervisor and advisor</td>
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<td>Week 4</td>
<td>Meet with advisor</td>
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<td>Week 5</td>
<td>Meet with advisor</td>
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<td>Week 6</td>
<td>Meet with advisor</td>
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<td>Week 7</td>
<td>Meet with advisor</td>
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<tr>
<td>Week 8</td>
<td>Meet with advisor and Mid term evaluations</td>
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<tr>
<td>Week 9</td>
<td>Meet with advisor</td>
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<td>Week 10</td>
<td>Meet with advisor</td>
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<td>Week 11</td>
<td>Meet with advisor</td>
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<td>Week 13</td>
<td>Meet with advisor</td>
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<td>Week 14</td>
<td>Meet with advisor</td>
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<tr>
<td>Week 15</td>
<td>Complete all written work</td>
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Please note that the syllabus may change based on guest speaker availability and specific meetings in which the University is represented.
Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.