FALL 2015

MKT 486 005 “Internship in Marketing”
Department of Management, Marketing, and International Business
College of Business, Stephen F. Austin State University

Dr. Jason D. Reese
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Location: Dr. Reese’s Office
Office Hours: TBD
Or by Appointment

Class Time: As needed

Bulletin Description: Internship in Marketing - One to three semester hours. Supervised on the-job application of marketing skills.

Course Calendar:
September: Complete initial paperwork
September - December: Submit weekly reports and mid-term evaluations
December: Submit final evaluations

Grading:
- Supervisor Evaluation: 50%
- Self-Evaluation: 20%
- Summary Report: 30%
100%

Attendance Policy: Student is expected to make regular contact via email.

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://www.sfasu.edu/cob/ug-plo.asp.

Student Learning Outcomes:
The internship in management affords students an opportunity to 1) Apply academic knowledge in a professional setting, 2) Develop professionally relevant competencies and relationships in a professional setting, 3) Gain exposure to a professional field and an understanding of professional etiquette, 4) Observe and begin to understand a professional organizational culture, 5) Compare and contrast one’s self-perception to the professional perception of the site supervisor, 6) Clarify one’s calling through reflection on the internship experience, 7) Critically evaluate the internship experience as an exemplar for the field, and 8) Other opportunities that may be unique to the individual internship experience.
General Student Policies:

Student Academic Dishonesty (University Policy 4.1)
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

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 on any assignment or exam; (2) falsifying or inventing 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 one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, 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, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

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), Room 325 in the Human Services Building, 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/.

Student Conduct (University Policy 10.4)
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 full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) 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 iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
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Syllabus Statement of Understanding

I have read, understand, and agree with the policies and requirements for the fulfillment of this class (MKT 486 001). The policies and procedures were explained thoroughly by the instructor and I have been given the opportunity to clarify any questions concerning these policies. It has been explained and I understand that my final grade will be determined exactly according to the grading system set forth in this syllabus. I have been provided with a copy of the class syllabus for future reference.

Signature:  

__________________________________________________________________________

Name (printed):  

__________________________________________________________________________

Date:  

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