Course Name: MKTG 4800.751 Marketing Internship, University of North Texas, Summer, 2023

Course prerequisite: MKTG 3650 and departmental consent
Meeting time and place: ONLINE course

Instructor: J. Garry Smith, Ph.D.
Office Location and Office Hours: BLB 379F in Denton. **Zoom only by appointment**
I am happy to schedule a Zoom meeting at our mutual convenience.

Contact information: Email: Garry.Smith@unt.edu   Office 940-369-5276

Points of Contact

Dr. J. Garry Smith, Internship Director for Marketing – Garry.Smith@unt.edu
Tammy van der Leest, Internship Coordinator for Management & Marketing –
Tammy.vanderleest@unt.edu

Brian Hirsch – brian.hirsch@unt.edu BLB 037

Technology Requirements

- Microsoft Office Suite
- Microphone
- Webcam
- Adobe
- Zoom
- Reliable Internet Access
- Computer
- Chrome Browser

- Canvas Technical Requirements (https://clear.unt.edu/supported-technologies/canvas/requirements)

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: UIT Student Help Desk site (http://www.unt.edu/helpdesk/index.htm)
Email: helpdesk@unt.edu
Phone: 940-565-2324
In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm
Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help (https://community.canvaslms.com/docs/DOC-10554-4212710328)

Course Description

Supervised work in a job related to student's career objective. Pass/no pass only (letter grade for graduate students).

Objective

Your internship should be used to gain valuable work experience and increase your knowledge in the field of your major. You must seek a position that matches your major. Especially in a firm or industry where you have an interest in possible permanent employment and where you will gain desired competencies.

You may not receive internship credit for a current job or position unless you:

1. Coordinate a special project or research something new that totals to a minimum of 240 hours OR
2. Obtain a temporary reassignment of duties for the 240 required hours.

Depending on the time of year your effort may take some time…start early!

Communicating with the instructor: Email to the above email address is the fastest and easiest means of communication. Use your school email only when communicating with me. I will not respond to your personal email address or your company email address under any circumstances.
I will not use Canvas messages to communicate with students under any circumstances. If you send a message via Canvas, I will not respond.
Unless an email is sent after 9 pm, you should get a response from me the same day unless I am teaching or otherwise engaged. Saturdays and Sundays I will not respond to or review emails.

Any written communication with me should be reviewed for proper spelling, grammar, and punctuation before you send it. You are preparing to enter the professional workforce, and I expect your communications to reflect your readiness to do so. I will not respond to any communication full of spelling, punctuation, or grammatical errors. Do not, under any circumstances, send me an email or other written communication that resembles an informal text message. Those will not be answered.

My responses to emails and phone messages on Saturdays and Sundays will be very infrequent if they occur at all. Please contact me during the week for a faster response. If you call the office and I do not answer, please leave a message. I will be notified via email and can retrieve the message via email.

For an online course, schedule a Zoom videoconference if necessary. All Zoom videoconferences will be recorded. Please do not hesitate to let me know if you need or wish to visit with me about anything

related to the course specifically, your academic success, or any career advice I may be able to provide. If there are any issues troubling you that hinder your academic performance, please contact me so I can refer you to the appropriate resources.

Communication policy

I enjoy communicating with my students outside the classroom. Please follow these guidelines to further practice your professional communication skills. Thanks in advance!

Written communications to me from a student must be checked for proper grammar, spelling, and punctuation before being submitted. You should send emails to me that meet the same standards you would use if emailing the President or CEO of your future or current employer. I will not respond to emails that look like text messages or tweets. Slang and profanity are not acceptable in professional communications, either.

In order to respond more accurately and quickly to you, verbal communications, such as phone messages, should be concise and clear. Do not ramble as you speak. Be sure you identify yourself, the class you are in, and the issue(s) of concern clearly so I can respond appropriately. Plan what you will say before you say it.

I have hundreds of students, so please mention what class you are in when you email me unless you know for sure that I know you. It is unfortunate that with so many students, and with many online courses, that I do not get the opportunity to get to know many of you personally. Therefore, just state your name and the course number of the class you are in (i.e., MKTG 3650, MKTG 5850, or MKTG 4600) so I can respond more quickly and accurately to your concerns.

Under no circumstances should you ever forward a screenshot or any picture of a quiz question or test question for any material in this course. Doing so is a violation of Student Academic Integrity guidelines, and will be penalized appropriately.

Questions regarding course material
If you need clarification on an assignment, any communication from the instructor, or material covered in the book or in the classroom, you should contact me or the Teaching Assistant (if applicable) with your questions. I am happy to provide reasonable assistance and coaching to you to help you succeed in this class. Please do not ever think that your questions or concerns are unimportant to me. Email or Zoom videoconferences visits are the preferred means of communication.

Important Due Dates for Required Internship Activities

Learning objectives (Hand Shake and Canvas)	May 26, 2023
Mid Semester Time Card (Canvas)	June 23, 2023
Final Time Card (Canvas)	July 26, 2023
Updated Resume with Internship Experience (Handshake& Canvas)	July 24, 2023
Final Paper (Canvas)	July 26 ,2023

Required Internship Procedures

**Marketing
Majors**

Once a student has been eligible to declare a major, and chooses to pursue a degree in the Marketing portfolio, they must determine which semester they will graduate. The semester and or semesters prior, the student will be required to enroll in the internship course for credit. The student, except under extreme circumstances, will not be able to enroll the semester of graduation. Steps in the internship for course credit require the internship be a paid internship. Here are the steps necessary:

- You must verify qualifications
- Must have declared a major in Marketing
- Must have a minimum GPA of 2.7 Marketing
- Passed 12 hours of 3000+ Business Courses (Marketing)
- Approved Job Description (job description related to major)
- Internship must be a paid (hourly or salaried position)
- A supervisor must be identified
- Must work a minimum of 240 hours during a semester
- Once this has been completed, then the Approval Process takes place before a student can register
- Once approved an email will be sent to student by the Internship Coordinator
- The student is invited to register for the Internship course and information on course requirements will be provided at this time.

Definitions of Expectations / Roles

While at Work (student)		Career Center Responsibilities		Faculty Responsibilities
Document work hours		Explains Qualification		May provide some resources
Complete required documents on-time		Introduces resources		Approves requests to register for class
Confirm supervisor documentation is being submitted		Assists students with prep (resumes, etc)		Provides information about course requirement, deadlines, etc.
Document work history		Verifies Student qualifications		During work provides support for academic requirements

		Provides support to students during work assignments		Submits grades-credit, but ONLY after Report in Handshake has been submitted

Must create your Experience Report in Eagle Careers/Handshake BEFORE YOU CAN RECEIVE A LETTER GRADE OR COURSE CREDIT.

Handshake - https://unt.joinhandshake.com/login

Create Your Experience Report in Handshake
Login to Eagle Careers powered by Handshake
Click on Experiences on the drop down menu
Click on the Report An Experience Tab and Complete the Marketing Template Form
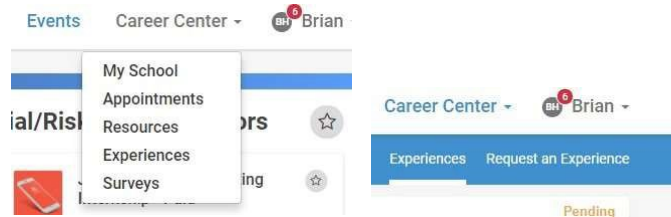
Begin working at your internship:

At the midpoint in your internship, submit pdf copies of physically signed timesheets through UNT CANVAS through the appropriate MKTG 4800 section.

Mid Semester Timesheet Due: **June 23 at 11:59PM**
- Should reflect approximately half of the 240 hours
- Signed by your supervisor
- Uploaded to Canvas.

Final Timesheet Due: **July 26 at 11:59PM**
- Should reflect at least 240 hours
- Signed by your supervisor
- Uploaded to Canvas

After completing the required 240 hours:

1. Submit through CANVAS through the appropriate MKTG 4800 section.

   1. Signed timesheets
   2. Signed student evaluation form of your internship experience
   3. Signed employer evaluation of your performance as an intern

2. Submit a 5-page single spaced (or 10-page double spaced) typewritten paper via CANVAS MKTG 4800 Course Section. The content of the paper must include:
   a. A description of the type of business the company conducts (i.e. manufacturer, retailer, carrier, 3PL) number of employees and years in

business. Identify what your employment location does.
    b. For each learning objective:
        i. Identify the learning objective.
        ii. Completely discuss what actions you took to complete each objective.

        iii. Provide a clear measurement of the success of each objective accomplishment. For example, "Improved the invoice payment process to improve throughput from 5 invoices per hour to 7 per hour, reduced error rate by 12%, and lowered cost by 3%." Support your claims. (These achievements should appear on your resume.
    c. Conclude by identifying what was learned and how you expect to use this experience in your future career.
    d. Make sure your grammar and spelling are correct. Any paper containing six or more spelling and grammatical errors will be graded as No Pass.
    e. Your supervisor must sign the final page. You must submit your hard copy final paper in time for Dr. Smith to have enough time to grade your paper (as well as all the others received) and file grades. Submission deadlines to ensure grading will take place are as follows:

Paper must be submitted no later than:

Summer 2023   11:59 PM Friday, July 26th

3. Submit to Both Handshake and Canvas a new one-page resume in an MS-Word format which now includes your internship experience (plus any other new updates). Carefully check for grammar, spelling, punctuation, correct formatting, and correct content or this will be graded as No Pass. I will be happy to review your résumés, critique them, and recommend changes one time only if submitted to me by July 12, 2023.

Assignment submission policies:
The term "assignments" used here may mean written assignments, video-recorded assignments, quizzes, tests, simulation inputs, role plays, online quizzes, online exercises, in-class exercises, etc. There will be multiple assignments which may be submitted via Canvas or in class as detailed in the specific assignment. No late submissions will be accepted, no emailed assignments will be accepted, and no hard copy submissions will be accepted unless explicitly authorized by the course's primary instructor. **All written assignments must be submitted as a Word document attachment** ("doc" or "docx" file extensions) through the correct Assignment link in Canvas. I will not accept "pdf", "rtf", "Google docs", or any other form of written assignment unless specially authorized. If you prepare your assignment on an Apple computer using Apple software, it is your responsibility to make sure the file will open in the correct format by a computer using MS Office software for Windows operating systems. Please do not assume that correct compatibility exists. If you submit an assignment in any of the improper formats, you will automatically receive a zero for the grade with no recourse. Late assignments will receive an automatic zero, although you will be required to submit an assignment anyway. Failing to complete any assignment will result in an automatic grade penalty of 50% for subsequent assignments.
The only exceptions to the automatic zero will be documented evidence of an excusable reason detailed elsewhere in the syllabus or previous permission from me. No other instructor or administrator at UNT can authorize you to not fulfill your obligations in this course without my consent.
There are very specific guidelines for written assignments detailed below in this syllabus. You need to follow them explicitly when completing any written assignment.

Specific Guidelines for Written Learning Opportunities:

(1) Quality Work: When you submit written work, please prepare it in Microsoft Word using a format/style consistent with professional business practice. Quality work is free of spelling and grammar errors and has a professional appearance. I will consider spelling, grammar, punctuation, and the professional appearance of your work in determining your grade for each assignment. Any combination of 3 spelling, grammatical or punctuation errors will result in a 10% deduction. Any combination of 6 or more of these errors will result in a grade deduction of 50% for the assignment, regardless of its length. Use the spellcheck and grammar check functions in MS Word and proofread all written assignments before turning them in. This includes group projects.

(2) Identifying Submissions: Please include, as the first page of each assignment, a title page that provides appropriate identifying information. For Informal Written Assignments, a page with your name, course name, and course number (and Section Number, if necessary) will be sufficient. For Formal Written Assignments, you will find an example of a title page in the appropriate American Psychological Association (APA) Publication Manual. If the requirements for an assignment indicate a minimum or maximum number of pages of content, the title page, table of contents, if any, and list of references are not counted in the number of pages submitted.

(3) Late Submissions: Late submissions will not be accepted for grading except in the case of documentable emergencies. Please refer elsewhere in the syllabus for a list of acceptable emergencies.

(4) You must submit all assignments in Microsoft Word ("doc" or "docx" file extension). I do not accept assignments submitted as Open Document Text, Rich Text Format(rtf), Portable Document Format (pdf), etc. It is your responsibility to convert files to Microsoft Word before submitting them, and you must ensure they are compatible with MS Word on a Windows operating system computer.

(5) Authentication, Plagiarism, and Citing: Review the UNT ethical requirements. You have an ethical and legal responsibility to authenticate ALL information you submit for grading.
This means that you must cite authoritative sources to authenticate facts, statements and opinions that were derived from one or more sources, whether quotes, paraphrases, or summaries. Authoritative sources include scholarly articles (from peer-reviewed journals such as Journal of Marketing), published textbooks from reputable printers (publishers such as Pearson, McGrawHill, Cengage, Kendall Hunt, etc.), articles in well-known, respected, and reasonably objective business or popular publications (Harvard Business Review, The Economist, Forbes, Fortune, Bloomberg Businessweek, etc.) and, occasionally, blogs belonging to authors associated with legitimate institutions such as any of the entities listed immediately preceding this sentence.

Any source listed in the UNT library catalogs under a particular subject or discipline has already been vetted by the library for legitimacy as a source of information. Be certain to check the expertise of any blogger before citing their work. For example, there are several bloggers associated with Forbes magazine whose expertise in certain areas has been legitimized by Forbes. There is a blog associated with the Publication Manual of the American Psychological Association than answers questions pertaining to writing questions relevant to the Publication Manual. Since editors of the Publication Manual contribute to the blog, it is considered a legitimate source of information.
Wikipedia is not a legitimate source of information for your purposes. The first hit when conducting a search on Google or any search engine may not be regarded as authoritative. See or contact a librarian if you need further assistance in this area at https://library.unt.edu/.
You must properly cite these sources in the body of your submissions and must provide an appropriate list titled References as the last page of your submissions. See the **Publications Manual of the APA 6th ed**. A link to resources connected to this guide, as well as additional resources (many of which are available online), may be found at https://guides.library.unt.edu/citations-style-guides/apa.

Citations or references based on links provided by the library are legitimate and regarded as authoritative. All written communication in this course should follow guidelines in the Publication Manual of the American Psychological Association (most recent) ed. Failure to cite correctly or provide associated references will be treated as plagiarism with appropriate consequences according to university policy.

WARNING: Any academic dishonesty, including using undocumented material from ANY other source, can result in a failing grade for the course.

Standards for Written Assignments

Dear Students:

I have several general comments to make in order for you to have a greater chance of success in this course. My perspective is informed by more than 20 years in business and more than 18 years of experience in academia. My remarks will be prefaced with an explanation of my reasons for being so concerned.

Proper marketing hinges on proper communication regardless of the country or countries involved. Corporate strategies must be understood clearly, marketing strategies must be developed with clearly understood goals in mind, marketing plans must be written, marketing tactics must be developed, and each of these must be accurately communicated to those responsible for implementing them. This could include parties within or outside the organization. Marketing messages must be developed and communicated to customers, and customer feedback must be solicited and understood. Communication is absolutely essential to effective marketing efforts, and communication involves creating a message, encoding and transmitting a message, receiving a message, and receiving or providing feedback. Marketers develop and receive messages pertaining to customers, coworkers, suppliers, subordinates, and superiors. Therefore, you should exhibit a high level of conscientiousness in making sure your messages are clearly communicated in an appropriate manner so the recipient of the message understands what you are trying to communicate. If you cannot do this, you will not succeed in sales, marketing, or any related professional field.

I will elaborate on several areas of concern below.

First, focus on understanding precisely what the question is in any assignment. Do not answer more than the question asks you to respond to. Stay on topic; do not stray from the topic. Adopt the perspective that you are a junior executive writing to a VP of Marketing, Chief Marketing Officer, President or CEO of an organization. In other words, you can presume a certain level of knowledge on my part and you should strive to produce work that is professional in content and style. Presenting work that is less than this is not an acceptable standard for an upper division level college student, and it would certainly not be acceptable in the professional world.

Second, I notice far too many spelling, punctuation, and grammatical errors in assignments submitted by upper level college students. When you submit a written response to a question, or produce a report, at the upper division level of a college course, you should take time to make sure the answer reflects well on you and your intelligence. Glaring errors I frequently notice include:

1. Misspelling the name of the focal person, company, brand, or product.
2. Incorrect usage of possessive and plural forms of words.
3. Inappropriate usage, or non-usage, of punctuation. In particular, my experience has shown that many college students know what a semicolon is, but do not know how to use it correctly. Incorrect punctuation distorts the meaning of your written communication, which usually works to your detriment.
4. Incoherent or unintelligible sentences. Proofread to make sure your sentences make sense and can be easily understood.
5. Improper subject/verb agreement. A plural noun requires an appropriate verb to match the plural case. A singular verb requires an appropriate verb to match the singular case. In run-on sentences, writers frequently lose track of the appropriate subject. Break long sentences into shorter sentences.

6. Inappropriate use of nouns when adverbs or adjectives are appropriate. The language you use in conversations with your friends is not always correct for written work submitted in academic and professional settings.

7. Writing multiple separate words in situations where one word is correct (i.e., "now a days" WRONG versus "nowadays" RIGHT)

8. Using an incorrect word. The meaning of a word is not altered due to your intended meaning. If you are unsure that you are using the correct word, check a dictionary.

Errors such as getting an individual's or a corporate name wrong will get you noticed in the professional world, but not in a way you would find desirable.

Most spelling errors can easily be caught by using the spell check function in your word processing program, and by proofreading. Punctuation errors may be caught with a grammar check function, as well as by proofreading. Use the spell check and grammar check functions first, then, proofread each document you prepare to submit for a grade.

Third, try to collect your thoughts so you can express them coherently and concisely. Your answers should be easily understood. It is not effective to write at length to try to seem impressive. Think about the order you wish to present your information before you present it.

Fourth, you should write as if you are writing to a professional audience (which I am). Do not write as if you are texting or sharing on Facebook or Twitter. Write words out completely. Do not use abbreviations. Use apostrophes for contractions and possessive terms, and always use appropriate punctuation. I can tell you with great confidence that among professionals, one of the most aggravating issues they encounter is written communication in a professional setting that assumes the form of a text message. I have relayed this message to my students over the years and I have yet to have one contact me after they enter the professional workforce to tell me I was wrong. As a matter of fact, I have had many of them, months or years after graduation, tell me they were glad I brought their attention to this issue before they graduated.

A final area of concern deals with appropriately crediting sources in the body of the document and listing references at the end of the document. Citations should direct the reader directly to the cited material in a straightforward manner. The references at the end of the document should provide complete information regarding the source. Use the most current edition of the Publication Manual of the American Psychological Association as your reference for proper form.

See chapters 6 and 7 in particular. Some key examples for the most common references are provided below:

Single Author

1. (Citation in body of sentence) - Smith (2007) found that feeding monkeys burritos leads to undesirable results.

2. (Citation at end of sentence) - Feeding monkeys burritos is associated with negative results (Smith, 2007).

3. (Citation from book at end of sentence) - Monkeys have been found to experience negative outcomes when fed burritos (Smith, 2007, p.6)

Multiple authors

1. (Citation in body of sentence) - Shin and Tam (2007) found that feeding monkeys burritos leads to undesirable results.

2. (Citation at end of sentence) - Feeding monkeys burritos is associated with negative results (Shin & Tam 2007).

3. (Citation from book at end of sentence) - Monkeys have been found to experience negative outcomes when fed burritos (Shin & Tam, 2007, p.6)

The reference section for the above articles would look like this:

References

Shin, D. & Tam, L. (2007). TexMex affective meal preferences in simians. Monkey Diets Today, 8, (6), 24-31.

Shin, D. & Tam, L. (2007). An analysis of ethnic food preferences in ecologically deprived populations of monkeys. Seoul, Korea: Curious George Press.

Smith, J.G. (2007). Are habaneros too hot for monkeys to handle? Spice in simian society, 3, (2), 1-13.

Smith, J.G. (2007). Let's bungle in the jungle: A study of the mistakes committed by simian 5- star chefs in their natural surroundings. Bucksnort, Tennessee: Mighty Joe Young Publishing.

GENERAL FORMAT FOR REFERENCES (Refer to most recent edition of the Publication Manual of the American Psychological Association for specifics not covered here)

Periodical publications such as books, magazines, etc.

Author's last name, Author's initials (Year of publication). Article title. Name of periodical. Volume number, (Issue number), page numbers.

Books

Author's last name, Author's initials (Year of publication). Name of book. Location of publisher: Publisher's name.

This is not written to demean or threaten you, but to get your attention and guide you. I strongly want each of you to succeed in your future endeavors. Your work in this class gives me an indication of your preparation for success in a marketing career. Your grades will show how I have judged your level of preparation. My feedback should help you develop your skills for success in the professional workforce. I do have high expectations of each of you. My standards for my students are unapologetically high. If you have any questions or concerns, please contact me by email or phone to discuss this further.

J. Garry Smith, Ph.D.

Frequently Asked Questions:

- **Will UNT find an internship for me?**
    - No. UNT will assist finding a position but the ultimate responsibility to find a position is up to the student.
    - The UNT Career Center is but one avenue for finding a job.
    - The exercise of finding and interviewing for a job is a part of the experience learned for the internship requirement. Experience in finding and interviewing for internships will help when it comes time to find a career position. YOU must take an active role in the search effort.

- **What if the position is not paid?**
    - Only paid internships are allowed.

- **What happens if I do not find an internship?**
    - Students who wish to do an internship should contact Dr. Smith, directly, to discuss alternatives.

- **I already have a job. Can I use it to fulfill the internship requirement?**
    - This is acceptable only if your set of tasks are different from your regular tasks such as a special project or task force. Burden of proof is on the student. Simply fulfilling your regular duties does not count.

- **Who is responsible for creating the learning objectives?**
    - The student is responsible for generating the learning objectives and then reviewing them with their supervisor. We want you to help ensure this will be a learning experience that will be beneficial to you and to know what your tasks will be before you start.

- **My internship employer wants me to start immediately?**
    - An internship can start at any time. You will simply register for the following semester.

- **What if I haven't completed the 240 hours before the end of the semester?**
  - We recognize internships can start at any time. If the semester ends before you complete your internship obligations you will be awarded an incomplete (I) for the semester. The paper must be submitted no later than the end of dead week in order to receive a grade for that semester.

- **May I take more than one internship?**
  - Yes, but only one (1) may count for credit.

  - **How much does the typical internship pay?**
    - Mean pay is $12.62 and median pay is $12.00.
    - You may find that you are paid on a weekly, monthly, or annual rate. All data has been adjusted to an hourly rate.

- **Will my internship lead to a career position?**
  - Approximately 75% of Marketing internships result in career job offers. Approximately 45% of the students accept. Think of this as a "low risk" trial run for the employer and the employee.

  - **Where have past students completed their internship?**

AAFES
Accent Transportation
Adams Laboratories
Addison Foods Transportation Services
Alcatel U.S.A.
American Eurocopter
American Heart Association
Amerimax Building Products
Ameriserve(*)
Anderson Merchandisers(*)
Andrew Corporation
Anixter
Arrow Industries
Arthur Anderson
Associated Air Center
Block Buster Corporation
BNSF(*)
C.H. Robinson Worldwide, Inc. (*)
Cardinal Marketing
Caribbean Transportation Service(*)
CB Richard Ellis, Inc.
Celestica(*)
City of Denton(*)
Con-way Southern Express
CSPH Inc/ Dominos Pizza
D/FW International Airport(*)
Dallas Terminal and Transfer
Danzas AEI International Marketing(*)
Dart Advantage

David Chi
DBD Inc.
Design Marketing & Associates, Inc.
Design Transportation Services(*)
DSC/Alcatel USA
Eagle Global Marketing(*)
Eagle USA
Epsilor
EXE Technologies(*)
Executive Constructions
EXEL Marketing(*)
Exel Marketing/Texas Instruments
Expeditors International(*)
Expo group
Fastenal(*)
Fedex Express(*)
Fleming(*)
Fossil
Four Seasons
Frito Lay(*)
Fritz Companies
Frozen Food Express Industries(*)
Fujitsu(*)
FXI, Inc.
GDS Marketing
Genesco Sports Enterprises Inc(*)
Global Electric Product Inc
Gross and Associates
GTE Supply(*)
Hollister Co.

Home Depot(*)
Honeywell-HPG
Horizon Lines
IBM/Price Waterhouse
ICL Retail Systems Division
Infinity Intermodel
Ingram Micro
Inland Paperboard & Packaging Inc
International Brokerage Agencies Inc.
JCPenney Marketing(*)
Lennox Industries(*)
Lewisville Independent School District
Lewisville News
Lockheed Martin Tactical Aircraft Systems(*)
Marketing Services(*)
Lowe's
M1 Support Services
Mannatech Inc. (*)
Mc.Cormick& CO. Inc.
McCallister's Trans. Systems
Mclane Food Services Dist(*)
Medical Interacting Services
Michaels Arts & Crafts Store
Mrs. Baird's(*)
MSAS SkyKing Freight Systems(*)
MW Marketing(*)
N T Marketing(*)
N.C.H. Corporation
Nabisco

NIBCO, Inc.
Nippon Express
NNR Air Cargo Service (USA), Inc.
Nokia(*)
Office Depot
Overhead Door
Parts Distribution Company(*)
Pegasus Marketing Group(*)
Pewter and More LLC
Pilot Air Freight
Plane Cargo(*)
Priester Supply Co., Inc.
Prime Communications
Prime Source
Quaker Oats
Rainmaker Records
Raytheon E-Systems
Raytheon TI Systems(*)
Roadway Express(*)

Ryder Integrated Marketing(*)
S & Y Enterprises
Sears Roebuck Dallas LS(*)
Sewell Lexus(*)
Shenker International
Shopppa's Material Handling
Southwestern Bell Communications
SPAN Inc
Spectrum Suply chain services
Stanley Mechanics Tools
StatLab Medical Products, Inc.
Steven j. Grahl
Tech Data
Texas Instruments
The Associates(*)
The Container Store(*)
Time Inc.
Tompkins Associates
Trinity Express

Tucker Rocky
Tyco
Uniden America Corporation(*)
United Parcel Service(*)
United States Postal Service
UPS Worldwide Marketing(*)
USCO Marketing
Vantix Marketing(*)
Verizon Marketing(*)
Wal-Mart Distribution Center
Wenco Distributors
Winning Habits.com
World Trade Cargo and Marketing(*)
XPEDX
Zale Corporation

(*) Multiple students have interned at this company

Employer Instructions:

Welcome to the Internship page powered by Eagle Careers/Handshake, but first we want to take this time to thank you for supporting our internship program and the recruitment of our students. As you well know, internships are vital to the success of our student's educational and professional development. Lets' get started.

The first step in recruitment at the University of North Texas (UNT) is to use Eagle Careers/Handshake to post your various job opportunities. The information below will get you started. If you need additional help, or have questions, please contact Tammy van der Leest, Internship Coordinator for Management & Marketing tammy.vanderleest@unt.edu – Phone: 940-565-2105.

This is the link you will use to sign up with us: https://www.joinhandshake.com/employers-premium/

Once you Invite Contacts to Become Users, your employer contacts will get e-mails to log into Handshake, create profiles if they have not already, and connect with your school.

Once there, you can use this link to guide you through the registration process: https://support.joinhandshake.com/hc/en-us/articles/115004897268-The-Employer-Onboarding-Process

Instructions begin with #1 after this statement, "The following process displays the steps a new employer user goes through upon registering.

This link is also a good resource to use should you have further questions: https://support.joinhandshake.com/hc/en-us/categories/202707307-Emloyer You can also submit any questions to Handshake via their Create a Ticket Link.

The Employer Should Expect to Provide:

1. A "QUALITY LEARNING" experience for the student with regular interaction with the intern by the supervisor.

2. A suitable work environment located in or from a commercial business facility.

3. Help the student review a minimum of 5 learning objectives; sign off on a weekly time/task sheet for work completed by the student; read and sign each page of the student's final report.

4. Contact the Marketing Faculty Internship Director Dr. Garry Smith, (Garry.Smith@unt.edu) during the semester if there are any problems with the student's performance.

5. Complete a student evaluation (it will take approximately 5 minutes) to be done online via Handshake.

CAREER CENTER
Division of Student Affairs

UNT

Eagle Careers powered by Handshake is UNT's job and internship platform, connecting students to thousands of jobs, internships, and employers using simple and powerful search tools and alerts. You can quickly access your account using the log in box at the bottom of the page on **http://studentaffairs.unt.edu/career-center/eagle- careers/students-and-alumni**

Be sure to use the following tips when you're logged in to your Eagle Careers account:

UPDATE YOUR PROFILE

- Click on the profile link on the left side of the page
- Edit your primary education section with your major(s), GPA, and expected graduation date
- Use the "Upload Resume" tool to autofill your profile from your resume
- Add copies of your resume/cover letter/ transcript to the "Documents" section for easy access
- Stand out to employers by filling out the various sections of your profile, and upload relevant work samples

Employer Search

- Click the "Search Employers" tab on the left- hand side
- Search for employers by name, location, employer type (size/public/private/ government), or industry
- On the employer's Eagle Careers page, view any current jobs/internships they have posted, upcoming campus events they are attending, and on-campus interview opportunities
- Once you find an employer you are interested in, you can click "Favorite" in the upper right corner of their employer page. You will then receive updates when they post a new job, internship or event on campus.

On-Campus Interviews

- Click the "On-Campus Interviews" tab on the left- hand side
- Search for or select the company you are interviewing with

- Most companies only allow you to sign up for an interview after a pre-selection process. If you are selected, you will be able to sign up for a time on their interview page

Events Tab

- Click "Search Events" on the left-hand side
- See career workshops, employer panels, and online events hosted by the UNT Career Center
- Information sessions hosted by employers on campus willalso be listedunderthe Events tab
- Click "Search Fairs" on the left-hand side to see information specifically about upcoming career fairs on campus
- Whenyouhaveclickedona careerfair,click on "View All Employers" to see who will be attending. Click "View Details" under an employer's name in the list to learn more aboutthecompany,

jobopeningstheyhave posted on Eagle Careers, and more

Job/Internship Search

- Click the "Jobs & Internships" tab on the left-hand side
- Under "Job Type,"select job or internship
- Narrow down the results using filters including location, major, and jobfunction
- Click "Show Advanced Options" for more options, including filters for remote work and
- U.S. work authorization
- Select "Match All Employer Preferences" to only see positions for which you are fully qualified based on major, GPA, graduation date, and work authorization
- Favorite jobs/internships from thehomepage and view those favorites by clicking "My Favorite Jobs" at the top
- Save the search by selecting "Save these filters." Set your default search by clicking "My Saved Filters," then select the four lines by your filter and select "Make Default"

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs.
Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (https://disability.unt.edu/).

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no- reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.

Academic Integrity Notice

Students should conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-focused public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University

Any instance of academic integrity will result in a Zero for the assignment, a failing grade for the course, expulsion from the class, and a disciplinary filing with the Office for Student Code of Conduct.
For more information on academic dishonesty and academic integrity, please see the following link: https://policy.unt.edu/policy/06-003 .

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Emergency Evacuation Procedures for Business Leadership Building:

Academic Support & Student Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an

issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)

- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)

- [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)

- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)

- [UNT ID Card](#)

- [UNT Email Address](#)

- [Legal Name](#)

*UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)

- [How do I use pronouns?](#)

- How do I share my pronouns?

- How do I ask for another person's pronouns?

- How do I correct myself or others when the wrong pronoun is used?

Additional Student Support Services

- Registrar (https://registrar.unt.edu/registration)

- Financial Aid (https://financialaid.unt.edu/)

- Student Legal Services (https://studentaffairs.unt.edu/student-legal-services)

- Career Center (https://studentaffairs.unt.edu/career-center)

- Multicultural Center (https://edo.unt.edu/multicultural-center)

- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)

- Pride Alliance (https://edo.unt.edu/pridealliance)

- UNT Food Pantry (https://deanofstudents.unt.edu/resources/food-pantry)

Academic Support Services

- Academic Resource Center (https://clear.unt.edu/canvas/student-resources)

- Academic Success Center (https://success.unt.edu/asc)

- UNT Libraries (https://library.unt.edu/)

- Writing Lab (http://writingcenter.unt.edu/)

- **I reserve the right to modify the syllabus at any time during the semester. Any changes made will be effective upon being communicated via a Canvas Course Announcement and an email to your university email address.**