

MKTG 4805 INTERNSHIP IN PROFESSIONAL SELLING

SYLLABUS – Spring 2023

Faculty Coordinator

Joy Houser

Joy.Houser@unt.edu

BLB 319F

940-565-3075

Career Center Internship Coordinator

Dr. Brian Hirsch

brian.hirsch@unt.edu

Business Leadership Building: BLB 262

940-369-7238

Hours Required: Minimum of 240 Hours

Report Length: 3 pages double spaced (See details on the following pages)

Report Information: E-mail to Joy.Houser@unt.edu as a **Microsoft WORD** email attachment and upload to assignment on Canvas

Special Instructions:

- Your Company Supervisor must complete and submit their evaluation of you
- Your 3-page report is turned in to Joy.Houser@unt.edu
- Position must be paid (\$7.25 or more) to count for degree credit)
- Position must include 240 work hours or more throughout the semester period to count for degree credit

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Course Description

Supervised work in a job related to student's career objective -- **Graded course: A through F**

Prior to Registration/During Normal UNT Registration period:

1. Request for Academic Credit:
 - a. Follow all instructions on the posted PDF file "Report an Internship in Eagle Careers Powered by Handshake"
2. Approval Process:
 - a. Your request will be forwarded to your department for approval
 - b. Once approved, you will receive a confirmation e-mail indicating you have been authorized to register for MKTG 4805. Professor Houser will register you for MKTG 4805 - You cannot self-register.
 - c. Download and print this MKTG 4805 Syllabus and relevant Deadlines Sheet
3. Pay for the course through the usual 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:

1. Carefully follow all instructions provided in this MKTG 4805 Syllabus
2. Complete the **Learning Objectives Agreement** (You will receive a user-specific link by-email after the 12th class day (5th class day in summer))
3. Prepare and submit one mid-term **Status Report** that details your experience and achievements to date.
4. Complete the **Student Evaluation** (You will receive a user-specific link by email from handshake after near the end of the semester).
5. Have your company supervisor complete the **Employer Evaluation** (He/she will receive a user specific link by email near the end of the semester)
6. Complete a **Final Report** about your internship (see Instructions next).

INSTRUCTIONS FOR END OF SEMESTER FINAL REPORT

1. **The Final Report is due 1 week before Finals Week of the semester of the internship.**
2. Professor Houser assigns your final grade.
3. The Final Report must be:
 - a. In **Microsoft Word format** – No other formats will be acceptable
 - b. At least 3 typed, double-spaced pages
 - c. 1" margins (top, bottom, left, right)
 - d. Times New Roman 12-point font.
4. In the Report you should:
 - a. Describe the job you did, elaborating on the details that relate to your B2B Sales.
 - b. Discuss how well you were able to accomplish the Learning Objectives you set at the beginning of the semester.
 - c. Explain what you learned from this experience (include any special training or seminars provided by the employer).
 - d. Discuss how well you were prepared, academically, for this position.
 - e. Discuss any weaknesses in your academic preparation for this position.
 - f. Discuss how this experience will affect your career.

UNT INTERNSHIPS GENERAL INFORMATION

This UNT MKTG 4805 Internships 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 Network at:

<http://studentaffairs.unt.edu/eagle-network>

Your company supervisor will be emailed the link to the employer evaluation.

Please make sure we have your employment supervisor's (NOT PROFESSOR HOUSER) correct email (this is especially important if you change supervisors after beginning your internship).

FINAL REPORT

Please e-mail your Final Report directly to Joy.Houser@unt.edu. **Your Final Report must be in Microsoft Word format and sent as an email attachment.**

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

ON-SITE VISIT

As time permits, it is possible that your internship coordinator may conduct an on-site evaluation visit.

We will schedule a day and time with your company 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.

Contact the Professor Houser if you have any questions or concerns.