
**CMHT 4790.402 Merchandising and Digital Retailing Internship
Syllabus – Fall 2026**



DEPARTMENT OF MERCHANDISING
& DIGITAL RETAILING
College of Merchandising,
Hospitality & Tourism

Description: Supervised work experience in businesses, agencies, or institutions related to major field. Each semester credit hour requires a minimum of 80 hours of work experience. Course requirements include Internet-based assignments, educational activities, and a required orientation meeting. A student may not enroll in more than four additional classes during either long term/semester (fall/spring).

Objectives:

1. To assess the business practices observed in the merchandising industry.
2. To observe and participate in the application of management principles and concepts.
3. To understand policies and philosophies of different types of employers and specific firms.
4. To develop an awareness of the scope of jobs available within the field of merchandising and to acquire competencies directly related to merchandising jobs.
5. To develop a "professional" approach to the merchandising field.
6. To create a climate conducive to the free exchange of ideas among students, supervising faculty and merchandising management personnel.

Instructor: Marissa S. Zorola, M.S.

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Office Hours: Tuesday 2-3pm, Wednesday 10-11am, or by appointment

Enrollment Reminder:

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day to make sure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. **Students cannot be reinstated for any reason after the 12th class day regardless of the situation.** It is the student's responsibility to ensure all payments have been made.

Attendance:

1. There will be one required class meeting on Tuesday, August 18, from 6-8pm in via Zoom. Attendance is worth 15 points and points will be deducted for late arrival.
2. No other meetings will be held.

Supervision:

1. Each student intern will be evaluated by one supervisor. The name of the supervisor must be shared with the internship coordinator via the Registration Form on Canvas. If the direct supervisor changes during the internship, a new Registration Form must be submitted.
 2. There will be both a Midterm and Final Performance Evaluation. The links to the online evaluations will be emailed directly to the internship supervisor. See Canvas for details related to the evaluation criteria and grading procedures.
 3. Students must receive a satisfactory rating from their supervisor to pass the course. Students are expected to receive positive evaluations from employers. A good/outstanding evaluation will not make up for other assignments that are not handed in; however, a poor evaluation will lower the student's course grade. **If an evaluation rating is unacceptable or if the student is terminated from the job, the course grade will automatically be an "F."**
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Hours Verification:

1. Each semester credit hour requires a minimum of 80 hours on the job. This equates to 240 hours. If a student does not complete or provide official documentation of 240 hours, a grade of "F" will be received for the internship course until the hours can be verified.
2. All 240 hours must be completed with the same employer. Drive time to and from the internship location, as well as holiday or lunch/break times do not count toward the hours requirement.
3. Hours worked will be verified using the Hours Verification Form (HVF). The form is available on Canvas under the Pages icon on the left-hand toolbar. The semester is divided across three employment periods, each five weeks long. At the end of each employment period, students are to complete the HVF and email it back to the internship coordinator, while CCing their supervisor on the same email. The CC to the supervisor will serve as verification that the hours reported are correct.
4. The required 240 internship hours will officially begin counting on the first day of the semester in which you are enrolled in the internship course for credit. Interns may begin counting hours up to one week prior to the start of classes and may continue counting hours through December 4. Any exceptions to counting hours outside of these approved dates must receive prior approval from the internship coordinator.
5. If a student misrepresents the hours worked or their internship experience, they will receive an "F" in the course.

Additional Internship Grading Procedures:

1. Students must maintain employment throughout the entire semester with the same employer (minimum of 13/15 weeks). ***If the student completes their 240 hours and requests to finish their internship early (does not work the minimum required weeks), prior approval must be requested from the internship coordinator.***
2. Unless the internship coordinator has approved the change, students must not change employers during their internship. If a student is approved to terminate their employment, two weeks' notice must be given to the employer, and the internship coordinator must be notified before the two-week notice period begins. Any student who terminates employment without prior written approval will receive an F in the course.
3. Students are not assigned an "A" just for completing their internship hours. Any student who does not submit a major assignment (Objectives, Personal and Company Assessment, or Professional Updates Packet) will have their grade dropped by a letter grade.

Canvas:

1. Canvas can be accessed via the following link: <https://unt.instructure.com/login/canvas>. In order to log in, you must know your EUID and password. If you have technological issues, please contact the help desk at (940) 565-2324, helpdesk@unt.edu, or <http://helpdesk.unt.edu>. If you have pages missing or items are not retrievable, please contact the instructor.
2. Students must access the online Canvas class weekly and are expected to check emails and announcements. Failure to access important messages could result in a loss of class points, missed deadlines, etc.

Assignment Policies:

1. All assignments will be submitted online via Canvas. Assignments due online will not be accepted via email. **Students should always take the time to ensure that their assignments are uploaded correctly.** If you are having trouble uploading your assignment, you must contact CLEAR using the information provided above. **Each student is responsible for ensuring that 1) their files are uploaded correctly, 2) their files are compatible with the system, and 3) their files are within file size restrictions.**
2. Assignment due dates will be available on the course calendar. Late assignments are subject to a 10% deduction per calendar day, for up to 3 calendar days after the due date. Assignments submitted more than 3 calendar days late will no longer be accepted for credit. There are no exceptions, including assignments that were not uploaded correctly to Canvas, as it is ultimately the student's responsibility to ensure that submissions are completed successfully. Students are encouraged to view their assignment after submitting to confirm that it was uploaded correctly and successfully.
3. Students have one week from the date assignment grades are released to follow up on grades. After one week, assignment grades stand, and appeals will not be considered.

AI Policy:

1. Undisclosed AI use is academic misconduct. Submitting work that uses generative AI without required disclosure and documentation misrepresents authorship and the learning process. Generative AI should support learning and not replace your thinking.
2. Instructor review may include process checks. Instructors may review your work for alignment with course/assignment AI guidelines and may request a brief explanation of your process (e.g., prompts used, drafts, or a short reflection) when questions arise.
3. Consequences are instructor and assignment dependent. Each instructor will state consequences in the syllabus. Outcomes may range from feedback/revision to grade penalties and/or university academic integrity reporting, depending on severity. No student will receive an automatic penalty based solely on an AI-detection "flag."
4. Course policies may vary, but disclosure is always expected. Read your syllabus and assignment directions.
 1. If AI use is permitted, you must include an AI Disclosure Statement (and cite the tool per instructor guidance/APA when applicable).
 2. AI is not a scholarly source. Do not use AI-generated references/citations. You are responsible for verifying accuracy, checking for hallucinations, bias, and oversimplified or generic content.
5. Privacy and data protection. Do not enter or upload personally identifying, confidential, or sensitive information into generative AI systems.

Assessment:

1. Internship is an experience requiring work related assignments. Students are expected to exhibit the same level of responsibility and dependability in their work environment and on the course assignments.
2. The intern must also receive a satisfactory rating on both evaluations from their supervisor to pass the course.
3. The final semester grade will be determined as follows: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%.

Assignment	Points
Orientation Meeting Attendance	15
Orientation Meeting Quiz	30
Student Registration Form	10
Safety Form	10
Intern Logs (8 at 15 points each)	120
Job Objectives Assignment	50
Professional Updates Packet	75
Midterm and Final Performance Evaluations (2 at 100 points each)	200
Personal and Company Assessment	30
Hours Verification Forms (3 at 10 points each)	30
Career Development Quizzes - Preparing for Feedback and Salary Negotiation (2 at 15 points each)	30
TOTAL	600