
**CMHT 4790.402 Merchandising and Digital Retailing Internship
Syllabus – Summer 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 scheduled lecture times on campus. A student may not enroll in more than four additional classes during either long term/semester (fall/spring). During the combined summer sessions, students may not be enrolled in more than 12 total hours including CMHT 4790.

- 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.

E-mail: marissa.zorola@unt.edu

Office Hours: By appointment only

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 is one class meeting required on Tuesday, May 19, from 6-8pm in via Zoom.
2. You can find the link on Canvas. All interns are required to attend this mandatory meeting. The meeting is worth 15 points to attend.

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 two 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 August 7 if their internship began late. 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.
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Additional Internship Grading Procedures:

1. Students must maintain employment throughout the entire semester with the same employer (15 weeks during the long term/ 10 weeks during the summer term). ***If the student completes their 240 hours and requests to finish their internship early (does not work the required weeks in a fall, spring, or summer session), prior approval must be requested from the internship coordinator.***
 2. Unless the instructor has approved the change, ***students must not change employment during their internship.*** In the event a student is approved by the internship instructor to terminate employment, two weeks' notice must be given to the employer and the instructor notified prior to the two weeks' notice. Any student who terminates their employment without prior written notice 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.
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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.
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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 downgraded by 30%. After one calendar day (24 hours) assignments are no longer accepted for credit. There will be no exceptions. This includes assignments that were not uploaded correctly to Canvas, as it is ultimately the student's responsibility to make sure submissions were successful. Students are encouraged to view their assignment after submission to confirm successful submission.
 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.
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AI Policy:

1. Submitting an assignment that uses Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own thought and effort. Instructors will monitor AI use and will check student work for ethical use according to their policies.
2. Every instructor has consequences stated for plagiarism in their policies. A range of disciplinary actions may result from any finding of academic dishonesty (for example, admonition, class failure, expulsion) depending upon the severity of the misconduct. In this course, the policy is that students will receive a grade of 0 for assignments found to be completed using AI, and plagiarism will be reported to the UNT Academic Integrity Officer.
3. Policies may differ between instructors and courses. Read the syllabus and course policies, especially for the consequences. If you are allowed by your instructor to use any Generative AI in a course, you must disclose and cite its use by including citations in APA style. If you are allowed by your instructor to use any Generative AI in a course, you must also carefully check for errors. AI often suffers from "hallucinations" or fictitious information, being wrong, and oversimplified, low quality, or generic results. It also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
4. To protect student data privacy, students are prohibited from the submission of personally identifying information to 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 (5 at 25 points each)	125
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 (2 at 10 points each)	20
Career Development Quizzes - Preparing for Feedback and Salary Negotiation (2 and 15 points each)	30
TOTAL	595