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# MKTG 4800.751

## Marketing Internship

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### Spring 2020

Instructor: Tim Smith  
E-Mail: [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu)  
Phone: (940) 369-8448  
Office: BLB 358G

#### Office Hours:

**Frisco:** Monday/Wednesday  
11:00AM-12 PM

**Denton:** Tuesday/Thursday  
100PM -200PM (or by  
appointment)

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### Points of Contact

Tim Smith, Internship Director - [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu)

Brian Hirsch, Ed.D., Intern Coordinator - [brian.hirsch@unt.edu](mailto:brian.hirsch@unt.edu)

### Course Description

Supervised work in a job related to student's career objective. Pass/No pass only (letter grade for graduate students). All requirements need to be met to earn a Passing Grade.

### Objective

Your internship should be used to gain valuable work experience and increase your knowledge in the field of your marketing 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!

## Email Communication

You may contact me at any time via UNT email, but remember to treat *all email communications as professional correspondence*. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Smith or Mr. Smith".
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else. Your email should not read like a text.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

Please send all correspondence via the UNT email system to [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu) . My personal goal is to respond to correspondence within 8-12 business hours (M-F).

To speak with me directly, the best method is to visit me during my office hours posted above, or suggest an appointment time via email. I can call you if you provide a time/date that is mutually agreed upon.

## **Important Due Dates for Required Internship Activities**

Learning objectives (Hand Shake and Canvas)	January 30, 2020
Mid Semester Time Card (Canvas)	March 20, 2020
Final Time Card (Canvas)	April 17, 2020
Updated Resume with Internship Experience (Handshake and Canvas)	April 17, 2020
Final Paper (Canvas)	April 24, 2020

## 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 2.5 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
- Learning Objectives need to be measurable – Please read the Canvas section on setting up appropriate learning objectives.
- Must work a minimum of 240 hours during a semester
  - Mid semester and Final semester timecards must be initialed and signed by your direct supervisor
- Once this has been completed, then the Approval Process takes place before a student can register
- Once approved and email will be sent to student
- The student is invited to register for the Internship course and information on course requirements will be provided at this time.
- Must submit a final paper initialed by supervisor, covering the learning objectives

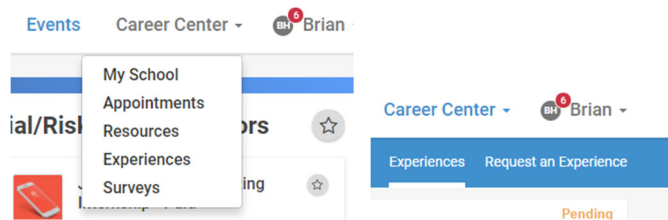
## Definitions of Expectations / Roles

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 <b>ONLY after Report in Handshake has been submitted</b>

**Must create your Experience Report in 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 Form



## Begin working at your internship:

At the midpoint in your internship, submit signed timesheets through UNT CANVAS through the appropriate MKTG 4800 section

## 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 three or more spelling and grammatical errors will be returned to the student by Mr. Smith requesting re-work and re-submission before a grade will be assigned.
  - e. Your supervisor must sign each page. You must submit your hard copy final paper in time for Mr. 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:**

*Fall 2019*

*5 PM Friday, November 22nd*

3. Submit to Handshake a new one-page resume in an MS-Word format which now includes your internship experience (plus any other new updates).

## 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 Mr. 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 do 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	Frito Lay(*)	Pewter and More LLC
Accent Transportation	Fritz Companies	Pilot Air Freight
Adams Laboratories	Frozen Food Express Industries(*)	Plane Cargo(*)
Addison Foods Transportation Services	Fujitsu(*)	Priester Supply Co., Inc.
Alcatel U.S.A.	FXI, Inc.	Prime Communications
American Eurocopter	GDS Marketing	Prime Source
American Heart Association	Genesco Sports Enterprises Inc(*)	Quaker Oats
Amerimax Building Products	Global Electric Product Inc	Rainmaker Records
Ameriserve(*)	Gross and Associates	Raytheon E-Systems
Anderson Merchandisers(*)	GTE Supply(*)	Raytheon TI Systems(*)
Andrew Corporation	Hollister Co.	Roadway Express(*)
Anixter	Home Depot(*)	Ryder Integrated Marketing(*)
Arrow Industries	Honeywell-HPG	S & Y Enterprises
Arthur Anderson	Horizon Lines	Sears Roebuck Dallas LS(*)
Associated Air Center	IBM/Price Waterhouse	Sewell Lexus(*)
Block Buster Corporation	ICL Retail Systems Division	Shenker International
BNSF(*)	Infinity Intermodel	Shoppa's Material Handling
C.H. Robinson Worldwide, Inc. (*)	Ingram Micro	Southwestern Bell Communications
Cardinal Marketing	Inland Paperboard & Packaging Inc	SPAN Inc
Caribbean Transportation Service(*)	International Brokerage Agencies Inc.	Spectrum Suply chain services
CB Richard Ellis, Inc.	JCPenney Marketing(*)	Stanley Mechanics Tools
Celestica(*)	Lennox Industries(*)	StatLab Medical Products, Inc.
City of Denton(*)	Lewisville Independent School District	Steven j. Grah
Con-way Southern Express	Lewisville News	Tech Data
CSPH Inc/ Dominos Pizza	Lockheed Martin Tactical Aircraft Systems(*)	Texas Instruments
D/FW International Airport(*)	Marketing Services(*)	The Associates(*)
Dallas Terminal and Transfer	Lowe's	The Container Store(*)
Danzas AEI International Marketing(*)	M1 Support Services	Time Inc.
Dart Advantage	Mannatech Inc. (*)	Tompkins Associates
David Chi	Mc.Cormick& CO. Inc.	Trinity Express
DBD Inc.	McCallister's Trans. Systems	Tucker Rocky
Design Marketing & Associates, Inc.	Mclane Food Services Dist(*)	Tyco
Design Transportation Services(*)	Medical Interacting Services	Uniden America Corporation(*)
DSC/Alcatel USA	Michaels Arts & Crafts Store	United Parcel Service(*)
Eagle Global Marketing(*)	Mrs. Baird's(*)	United States Postal Service
Eagle USA	MSAS SkyKing Freight Systems(*)	UPS Worldwide Marketing(*)
Epsilon	MW Marketing(*)	USCO Marketing
EXE Technologies(*)	N T Marketing(*)	Vantix Marketing(*)
Executive Constructions	N.C.H. Corporation	Verizon Marketing(*)
EXEL Marketing(*)	Nabisco	Wal-Mart Distribution Center
Exel Marketing/Texas Instruments	NIBCO, Inc.	Wenco Distributors
Expeditors International(*)	Nippon Express	Winning Habits.com
Expo group	NNR Air Cargo Service (USA), Inc.	World Trade Cargo and Marketing(*)
Fastenal(*)	Nokia(*)	XPEDX
Fedex Express(*)	Office Depot	Zale Corporation
Fleming(*)	Overhead Door	
Fossil	Parts Distribution Company(*)	
Four Seasons	Pegasus Marketing Group(*)	

**(\*) Multiple students have interned at this company**



## Employer Instructions:

Welcome to the Internship page powered by 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 to recruitment at 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 Brian Hirsch, Assistant Director in the Care at [Brian.Hirsch@unt.edu](mailto:Brian.Hirsch@unt.edu) or call 940-565-2105 let me know.

This is the link that you will use to sign up with us: <https://www.joinhandshake.com/recruiters/>

Once you [Invite Contacts to Become Users](#), your employer contacts will get emails to log onto 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-Employer>

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 Mr. Tim. Smith, (Timothy.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.



# Eagle Careers powered by Handshake Student User Guide

CAREER CENTER  
Division of Student Affairs



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 will also be listed under the Events tab
- Click "Search Fairs" on the left-hand side to see information specifically about upcoming career fairs on campus
- When you have clicked on a career fair, 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 about the company, job openings they have 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 job function
- 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 the homepage 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"

## **Final Grade Appeals, Changes, and Awarding and Removal of an 'Incomplete'**

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

## **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 at [disability.unt.edu](http://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.

## **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. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please see the following link: <https://policy.unt.edu/policy/06-003>.

## **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:**

### **Severe Weather**

In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

### **Bomb Threat/Fire**

In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.