



Undergraduate Course Syllabus

MKT 490: Marketing Internship

Center: Online

Course Prerequisites

Senior internship only; must have 15 credits

Course Description

The primary goal of the internship experience is to expose you to actual practices in the world of work outside of the classroom, to relate this experience to academic course work, and to synthesize the two in a practical application of knowledge in an experiential setting. Secondly, internships offer the opportunity to develop crucial job searching skills, explore career interests, enhance your résumé, make contacts in your chosen field, and build references for future employment. Each intern will work in a career-related position during the academic term for which the student is enrolled for the internship—fall, spring, or summer—completing a minimum of 150 hours on the job per 3 credits. Students can complete 3 to 12 hours of MKT 490 credit.

Course Outcomes

- Apply theoretical knowledge and program competencies in solving practical, real-world problems within a professional fashion merchandising or retail setting
- Communicate ideas, suggestions, or relevant information in a professional manner appropriate for the fashion merchandising or retail industry
- Identify opportunities for self-improvement within a professional fashion merchandising or retail setting
- Articulate how knowledge and experience gained via the internship can be effectively implemented in achieving professional goals

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU’s curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	3	60	180
Journal Assignments	6	65	390
Blog Discussions	2	65	130
Final Project	1	300	300
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Introduction 1-1 Discussion: Getting Started 1-2 Final Project Review 1-3 Journal: Learning Contract Timesheet initialed by Supervisor
2	Application of Theory 2-1 Journal: Application of Theoretical Knowledge Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log)
3	Application of Knowledge, Skills, and Abilities 3-1 Journal: Application of Knowledge, Skills, and Abilities Timesheet initialed by Supervisor
4	Observed Differences 4-1 Discussion: Observed Differences 4-2 Journal: Observed Differences Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log)
5	The Future—Handling a Situation or Event 5-1 Blog: The Future 5-2 Journal: Duties Description Timesheet initialed by Supervisor
6	The Future—A Different Approach 6-1 Journal: Different Approach Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log) [Instructor] Internship Evaluation form provided to Supervisor (due week 7)

Module	Topics and Assignments
7	The Future—Accomplishment 7-1 Discussion: Your Experience 7-2 Journal: Accomplishments Timesheet initialed by Supervisor [Instructor] Internship Evaluation form completed by Supervisor & returned [Instructor] Submit completed Evaluation form to Blackboard
8	Trends 8-1 Blog: Analyze a Trend 8-2 Final Project Submission 8-3 Student Internship Evaluation Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log) [Instructor] Timesheet completed by Supervisor & returned [Instructor] Submit completed Timesheet to Blackboard [Instructor] Submit completed Contact Log to Blackboard

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

Academic Integrity Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).