



## Graduate Course Syllabus

### **MKT 710: Internship**

Center: Online

#### **Course Prerequisites**

Grad Internship only; Must have 18 credits and instructor approval

#### **Course Description**

This course is to enable the School of Business graduate students to gain valuable work experience within the field of Marketing. The objective is to give the students an opportunity for practical application of marketing concepts learned in classes and complement the course work taken. Secondly, internships offer the opportunity to develop crucial job searching skills, explore career interests, enhance your resume, 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 - completing a minimum of 150 hours on the job per 3 credits.

#### **Course Outcomes**

- Apply theoretical knowledge and program competencies in solving practical, real-world problems within a professional setting
- Critique potential distinctions between theoretical concepts and real-world practices in professional settings
- Determine opportunities for self-improvement within a professional setting
- Articulate how knowledge and experience gained via the internship can be effectively implemented in achieving professional goals
- Communicate ideas, suggestions or relevant information in a professional manner appropriate to a given industry or company

#### **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.

## Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Supervisor Evaluation	1		
Timesheet	10		
Reflection Journals	10		
10-1 Final Paperwork	1		
		<b>Total Course Points:</b>	

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: Graduate

<i>Total Points: 0</i>				
Grade	Numerical Equivalent	Points	Points Equivalent	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4.00	0	0
A-	90-92	3.67	0	-1
B+	87-89	3.33	0	-1
B	83-86	3.00	0	-1
B-	80-82	2.67	0	-1
C+	77-79	2.33	0	-1
C	73-76	2.00	0	-1
F	0-72	0.00	0	-1
I	Incomplete			
IF	Incomplete/Failure*			
W	Withdrawn			

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

\*\*For internships, students will be enrolled in a credit-bearing section in their first term. At that end of that term, the instructor will input a final grade of "IP" if the student is passing, or "F" if the student is failing. If the grade is "IP", the instructor will include the expiration date that will be set for 2 weeks from the end of the internship contract date; this will allow for submission of the final project as well as instructor grading. The student will then be enrolled in a 0-credit section for each subsequent term until the internship is completed. In each succeeding term, including the final term, the instructor will continue with the "IP"/"F" grading. After the last term ends, and prior to the expiration date, the instructor will submit a grade change form to the Office of the University Registrar (OUR) with the final alpha grade. The OUR will then change all IP grades for all sections of the internship to that final alpha grade.

## 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	Module One Discussion Forum Weekly Journal Timesheet initialed by Supervisor
2	Module Two Weekly Journal Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log)
3	Module Three Weekly Journal Timesheet initialed by Supervisor
4	Module Four Weekly Journal Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log)
5	Module Five Weekly Journal Timesheet initialed by Supervisor
6	Module Six Weekly Journal Timesheet initialed by Supervisor [Instructor] Check-In with Supervisor (record in Workplace Contact Log)
7	Module Seven Weekly Journal Timesheet initialed by Supervisor
8	Module Eight Weekly Journal Timesheet initialed by Supervisor [Instructor] Internship Evaluation form provided to Supervisor (due week 9) [Instructor] Check-In with Supervisor (record in Workplace Contact Log)

9	Module Nine Weekly Journal Timesheet initialed by Supervisor [Instructor] Internship Evaluation form completed by Supervisor & returned [Instructor] Submit completed Evaluation form
10	Module Ten Weekly Journal 10-1 Final Paperwork Timesheet initialed by Supervisor [Instructor] Timesheet completed by Supervisor & returned [Instructor] Submit completed Timesheet [Instructor] Check-In with Supervisor (record in Workplace Contact Log) <i>The instructor will communicate directly with the student's supervisor at the intern organization.</i> [Instructor] Submit completed Contact Log

### **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 posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn 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 College of Online and Continuing Education Student Handbook**

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: [oad@snhu.edu](mailto:oad@snhu.edu)

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

**Academic Honesty 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 honesty 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 College of Online and Continuing Education Withdrawal Policy**

Review the [full withdrawal policy](#).

**Southern New Hampshire University Policies**

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

**Student Work Samples**

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email [assessmentcalibration@snhu.edu](mailto:assessmentcalibration@snhu.edu).