

BYU Strategy

MARRIOTT SCHOOL OF BUSINESS

Associate Product Manager Program

(For Academic Credit)

Program Overview

The BYU Associate Product Manager (APM) Internships are for-credit, apprenticeship-style internships designed for high-performing undergraduate students majoring in Strategic Management at Brigham Young University.

Students work on real product and product-adjacent initiatives at partner companies while earning academic credit toward their degree.

Internship Structure

- **Duration:** 4 months
- **Internship Period:** January 7 – April 15, 2026
- **Hours:**
 - **Standard enrollment:** 10 hours per week
 - **Optional extended enrollment:** Up to 20 hours per week
- **Academic Credit & Course Enrollment:**
 - Students are enrolled in **STRAT 477R – Associate Product Manager Lab**
 - **Standard:** 3.0 credit hours (10 hours/week)
 - **Optional:** Students may elect to enroll in a second 3.0 credit hour course, allowing them to work up to 20 hours per week
- **Compensation:**
 - Internships are unpaid for the hours associated with academic credit:
 - **10 hours/week** for students enrolled in **3.0 credit hours**, or
 - **Up to 20 hours/week** for students enrolled in **6.0 credit hours**
 - Companies may optionally offer compensation for any hours worked beyond the credit-bearing requirement
 - Compensation is optional and not required as part of the program
- **Location:** In-person or remote, depending on company needs

Onboarding & Start

- Companies may reach out to interns directly (with the program director CC'd) to begin onboarding and initial meetings
- Early onboarding is encouraged so interns can **hit the ground running**
- The **official start date**—when companies can expect the full **10 hours/week** commitment—is **January 7, 2026**

Optional Extensions

- Companies may choose to offer **paid summer extensions** following the academic term
- Extensions are optional and not required as part of the program

Roles & Contributions

Students support teams in product management, AI product building, and product-adjacent roles, contributing to:

- Product discovery and customer research
- Feature definition and prioritization
- Prototyping and experimentation
- Analytics, insights, and execution support

Academic Evaluation & Grading

Students receive a **letter grade** for the credit hours they are earning. Grades are based on two components:

1. Weekly Progress Email (Student Responsibility)

- A concise weekly email sent by **11:59 PM each Saturday**
- Addressed to the assigned mentor/manager, with the program director CC'd
- Includes:
 - **What was accomplished that week**
 - **Plans and priorities for the coming week**
 - **Any blockers, risks, or dependencies** that may impact progress

2. End-of-Term Mentor Feedback (Employer Responsibility)

- At the conclusion of the internship (**April 15**), mentors/managers complete a brief performance feedback survey
- Feedback is shared with the intern
- Mentors are encouraged to discuss feedback verbally with the intern as part of a wrap-up conversation
- The feedback is used as a key input when assigning final grades

Employer & Intern Expectations

Employer Expectations	Intern Expectations
<ul style="list-style-type: none">• Set clear goals, scope, and priorities• Provide opportunities for regular check-ins (min. 1x per week recommended)• Act as mentors by offering guidance, coaching, and feedback• Maintain open, responsive communication• Encourage development of technical and product management skills• Support a final evaluation and wrap-up discussion	<ul style="list-style-type: none">• Confirm expectations and ask clarifying questions as needed• Deliver high-quality work and meet deadlines• Come prepared to meetings with updates, questions, and next steps• Engage actively and be open to feedback• Proactively communicate progress, blockers, and availability• Build competence by learning and applying necessary skills• Send weekly recap emails and incorporate feedback

Frequently Asked Questions

Equipment & Resources

Q: Do I need to provide the intern with a laptop or equipment?

There is no requirement to provide equipment. Interns may use their own devices (BYOD). However, if you prefer the intern use a company device you may issue them one.

Q: Do I need to provide a dedicated workspace?

Interns can work remotely or share space.

HR & Administrative

Q: Do I need to involve my HR department?

Each company is different. Many companies manage interns directly through the hiring manager or team lead without HR involvement. Others onboard the intern like a regular employee through their typical HR systems and practices. You should determine what is appropriate for your company.

Q: What paperwork is required?

After reviewing the Associate Product Manager Program overview (this document), please email a confirmation of your understanding of these terms to scott.murff@byu.edu.

Contact

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