

Fall 2015

MANG 3090

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University of New Orleans

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Recommended Citation

Kennett-Hensel, Pam, "MANG 3090" (2015). *University of New Orleans Syllabi*. Paper 719.
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**Management Internship
MKT 3090 section 001
Fall 2015**

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Office Hours Tuesday 9:00 – 11:00 am; Wednesday, 4-6 pm; Thursday 10:00 am – 12 noon; and
and by appointment.

Prerequisites

Management 3401, 3402 and consent of department.

Course Objectives

The purpose of the internship course is to provide work experience that will permit you to accomplish some of your educational objectives. These objectives might include getting work experience in a particular field and/or learning to apply principles and theories you are learning in school in the “real world.”

Student Responsibilities to Intern Employer

Interns will work 10 to 20 hours per week for the Intern Employer. In unusual circumstances, the number of hours may be altered if mutually agreeable to the Student Intern, the Intern Supervisor, and the Academic Advisor.

Students must maintain dress and grooming appropriate to the assigned job responsibilities.

Student interns must follow the administrative policies, standards, and practices of the internship employers and must conduct themselves at all times in a professional manner.

The student must cooperate fully with the employer and follow all rules and policies of the sponsoring company.

The student agrees that the employer has the right to choose anyone as an employee and may discharge anyone from that employment for violating company rules or policies.

The student must agree to continue in the position through the end of the term once the offer has been accepted by the student and understands that if the internship is terminated prior to the end of the semester, his/her grade will reflect that termination. Students may be employed before or after the term of the semester, if both the employer and student desire such a schedule.

Weekly Progress Reports

Every week starting with the week of August 24, 2015, the intern student will e-mail the instructor a short weekly summary of the work accomplished during the week. Electronic submissions of the weekly summaries are required. The summary should be typed in the e-mail message (and not as an attachment).

Professional e-mail communication is essential to the success of modern business people. Hence, you will be expected to correspond by e-mail with your instructor in a professional manner. This requires careful attention to the structure, content and style of each e-mail correspondence.

A template for each weekly summary is attached. It consists of five key parts: Your Name, Recipient's Name, Subject, Summary, and Signature. Your name and the recipient's name should always be clearly written. The subject of each summary should be clearly labeled with the organization name and the week of the summary. So a first week summary from an Avis Intern might be "Avis-Week#1." At the bottom of the signature should be an "electronic signature" which provides the recipient the equivalent of an electronic business card.

The student can contact the instructor at any time to discuss the internship. The instructor's role is to support this activity. The student should not hesitate to ask for help. The instructor may contact the student to discuss the internship, too.

Internship Report

At the end of the semester, the student will submit a final internship report that synthesizes what the student learned about marketing from doing the internship. The final report is an opportunity to tell your instructor about the work/analysis/thinking involved and to demonstrate the understanding gained from the internship experience. Explain in enough detail for the instructor to make a proper evaluation. Also, be sure the overall report reflects the work performed during the internship. Be sure to attach your weekly summaries, evaluation forms, and any appendices that will better illustrate the work you did as an intern.

The report should include:

- a. Executive Summary
- b. Table of Contents
- c. Body of the Paper (10 to 15 pages long)
- d. Appendices (including any exhibits that help you show what you did during your internship and a copy of each weekly summary).

Internship reports are due no later than Monday, December 7, 2015, by the end of the business day (4:30 pm). A hard copy of the report should be turned in to the Department.

Supervisor Evaluation

At the middle and the end of the semester, the student's supervisor will be asked to evaluate the student's work. High evaluations are the expectation. If your supervisor is unhappy with your performance, it will negatively influence your grade.

Student Evaluation

At the end of the term, each student will submit an evaluation of the internship experience with their particular organization.

Instructor Evaluation

The instructor's evaluation will be based upon everything she knows about your internship and what you learned from the internship. In determining the final grade, the primary source of information will be the final internship report. However, failure to turn in weekly progress reports or negative supervisor evaluations will hurt the final grade.

Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Accommodations for Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Template for Summary Reports

To: Pamela Kennett-Hensel

FROM: Your Name (yourname@uno.edu)

Subject: Fall 2015 Internship: Audubon Zoo – Report #1

Dr. Kennett-Hensel:

I am working in the Marketing Department at the Audubon Zoo. So far, I have worked with the director Public Relations on a number of tasks. I helped write a press release related to an upcoming public event at the zoo. I researched and updated the media list that will be used to release the press release. I attended the department's weekly staff meetings where I was assigned the ongoing duty of updating the company-wide database event client list as well as maintaining the department's contact database. I also learned how to run Dun and Bradstreet reports to find financial information and credit histories on potential corporate clients. In addition, I performed tasks such as reproduction and distribution of documents and other paper work, mail out to clients, departmental errands and renewal of advertisements and subscriptions. I am still in the learning stage and will acquire more involved projects as time goes on.

Name

Address

Phone(s)

E-mail