

The University of Georgia
EOCS 5450/7450
Internship in Business and Industry

Course Syllabus and Policies for Marketing Education Students

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I. COURSE DESCRIPTION

While employed in a marketing occupation, the student completes an internship and in-depth study of the organization's policies, practices, and procedures. This study, conducted under the supervision of the employer and a marketing education faculty member, focuses on the application of marketing concepts and functions.

II. JUSTIFICATION

The experiences provided through this course are designed to meet the state of Georgia marketing education teacher certification requirements and the graduation requirements of the marketing education program area. The internship provides the student with an in-depth study of a marketing enterprise through University- and employer-supervised experiences. These on-the-job experiences will enable prospective marketing educators to discover and interpret various aspects of the occupational environment and translate these findings into curriculum and learning experiences for young persons and adults enrolled in marketing education programs.

IV. EDUCATIONAL OBJECTIVES

During the internship, students will:

1. Study and critique the policies, procedures, and practices of a marketing enterprise.
2. Observe the application of marketing concepts, theory, and functions in the workplace.
3. Develop competencies required of persons employed in sales, operation supervision, and management positions in the field of marketing.
4. Complete a comprehensive portfolio related to these marketing-based on-the-job experiences.

V. TEXT

Marketing Essentials (2002)
By: L.S. Farese, G. Kimbrel, and C. A. Woloszyk

Practicum Portfolio Guidelines and Procedures (Provided)

VI. MARKETING FUNCTIONS / ACTIVITIES TO BE STUDIED

1. Marketing Management
2. Product/Service Mix
3. Target Market

4. Marketing Information Management
5. Pricing
6. Distribution
7. Promotion
8. Risk Management
9. Human Resources Management
10. Financing
11. Selling
12. Purchasing

PROCEDURES AND POLICIES

1. Students must complete 10 weeks of continuous, full time employment in a marketing occupation. Typical employment will be found in wholesale, retail, or service establishments; or in marketing departments of manufacturing/industrial firms, financial institutions, service-related organizations (i.e., health care facilities, radio/TV stations, etc.), or non-profit organizations. A non-paid experience is also acceptable. Students must have a job placement approved by the course instructor before beginning the internship.

2. Evaluation Procedures

The grade for EOCS 5450/7450 will be based on 3 criteria:

A. Portfolio (50%). The written portion of the internship will be evaluated on the basis of both content and style. Analysis of issues and problems and the use of good research and theory in describing the organization's activities relative to each topic/section will be important factors in evaluation. Also, grammar, punctuation, and spelling will be part of the evaluation criteria. Detailed instructions for this portfolio are provided in the Portfolio Guidelines and Instructions provided by the professor.

B. Communication with the University Supervisor (25%). Regular contact with the course instructor is critical. Students must complete bi-weekly (every two weeks) work reports which will be sent to the university. Students are encouraged to contact instructor with any course-related concerns before, during, or after the internship period.

Reports include:

- a. weekly job journal
- b. calendar report of hours

C. Performance On the Job (25%). This portion of the grade will be determined by the student's employer. The employer should complete at least 4 employee/student evaluations during the duration of the internship.