

UNIVERSITY of HOUSTON I BAUER

ROCKWELL CAREER CENTER

SPRING 2013

MARKETING GUIDELINES FOR INTERNSHIP ACADEMIC CREDIT

In order to receive academic credit, students must submit an internship credit form (with approval signatures from Christina Hinkson, Experiential Education Manager, and the student's Academic Advisor). **Please read this document carefully as it provides general guidelines for submitting an internship academic credit request and provides information on end of semester requirements for GENB 4396.**

Key Facts of the Course

- Enrollment in the internship course will be conducted by the Experiential Education Manager after approved by faculty and the Dean's office; Enrollment is not done through PeopleSoft
- The internship must be related to student's declared major if trying to receive credit for a "Major elective"; the internship must be business-related if student is trying to receive "Advanced Business Elective" credit
- The internship must have beginning & end dates along with concrete professional development objectives
- GENB 4396 carries three hours of upper level academic credit and does not affect your GPA (S/U)
- Internships must include 100+ hours of professional duties
- Internship course requires payment like any other course at the University of Houston; for exact cost of payment contact the Finance Office located in the Welcome Center
- You must write a term paper and submit to the Internship Faculty Advisor by **April 26th, 2013**

Course Prerequisites

- Marketing majors with junior or senior standing; you must have a degree plan filed
- Students must have a 2.5 GPA at the time of course enrollment request
- Complete MARK 3336

Internship Academic Credit Request Approval Process

A hardcopy of the following items **MUST** be submitted to the Rockwell Career Center by **Monday, January 7th, 2013 at 5:00PM** in order for your internship academic credit request to be processed:

INTERNSHIP CREDIT FORM	<ul style="list-style-type: none">• Get Christina Hinkson's approval signature on this form (attach a copy of job posting or detailed offer letter first) for credit approval• Meet with Academic Advisor and fill out relevant section• Submit documents to Christina Hinkson, Experiential Education Mgr.
EMPLOYMENT AGREEMENT FORM & DEPT OF LABOR FACT SHEET	<ul style="list-style-type: none">• Meet with internship employer and complete this form together• Submit documents to Christina Hinkson, Experiential Education Mgr.
JOB POSTING/DESCRIPTION	<ul style="list-style-type: none">• Submit the job posting/description for your Spring 2013 internship
RESUME	<ul style="list-style-type: none">• Submit your most recent resume

All forms are available on the [Rockwell Career Center](#) website.

Please note: We cannot process your request until a hard copy of all documents have been properly filled out and submitted. Any documents filled out incorrectly will not be processed and the student is responsible for correcting/resubmitting a new document. Thereafter, allow at least two to three days for processing.

Holds: Should you have a hold on your [PeopleSoft](#) account, you will not be enrolled in the internship course; the hold must be removed before you may be enrolled.

Re-Enrollment: If you are dropped from the course for any reason, you must e-mail [Christina Hinkson](#), Experiential Education Manager, requesting to be re-enrolled. Students will not be re-enrolled automatically. Also, if you are dropped a second time you cannot be re-enrolled and will be ineligible for internship academic credit for Spring 2013.

Term Paper

Once approved and enrolled in GENB 4396, students are responsible for submitting a hard copy of the term paper to Dr. Krishnamurthy by **April 26th, 2013**. Email submissions will not be allowed and the term paper can be dropped off at the Faculty Advisor's mailbox in 375G Melcher Hall. Following are term paper requirements:

The term paper must be ANALYTICAL, not descriptive, and should be approx. 10 pages, double spaced, 12 point font. Use your Marketing education and/or independent research to analyze some aspect of the organization or industry in which you did your internship. For example, if you have taken courses in selling break down the company's selling process, identify where there are opportunities for improvement based on what you know from your classes (or from research you have done, including any study of best practices), and make appropriate recommendations. If you worked on a Marketing campaign, consider the strategic and tactical objectives of the campaign, assessing how well these objectives were met and the reasons for not meeting objectives, and make appropriate recommendations based on what you have learned about Marketing (or from research you have done, including any study of best practices). You should do some form of analysis- for example, compare results with objectives, compare results with industry benchmarks, compare practices with industry best practices, compare practices with what you learned in class- make some form of comparison or analysis, and base your conclusions and recommendations on that analysis. Do not simply describe what the company does and whether you do or do not like it. Do not just tell us WHAT; tell us WHY. Show that you are analyzing the topic and can support your opinions. Analyze and have a basis for any judgments you make.

Bauer Career Gateway Requirements

Complete the following three items through Bauer Career Gateway by **Friday, April 26th, 2013**.

INTERNSHIP INSIGHTS	The information submitted on this evaluation is used by the Rockwell Career Center for statistical purposes. If consent is given by student, the information is placed on the Internship Insights website to provide fellow Bauer students a useful resource when searching for internships
INTERN SELF AND PROGRAM EVALUATION	The information submitted on this evaluation is used by the Rockwell Career Center for statistical purposes only. The evaluation is located under the "Surveys" tab in Bauer Career Gateway
EMPLOYER EVALUATION	The internship supervisor must complete this evaluation through the "Internships" tab on Bauer Career Gateway for employers .

Contact Information

If you have any questions regarding the internship academic credit request process please contact:

Dr. Christina Hinkson | Experiential Education Manager
Rockwell Career Center | 233 Cemo Hall
chinkson@bauer.uh.edu | (832) 842-6120

For academic questions regarding the internship course itself (i.e. term paper, grade), please contact the Marketing Internship Faculty Advisor:

Dr. Partha Krishnamurthy | Internship Faculty Advisor
Department of Marketing | 375G Melcher Hall
partha@uh.edu | (713) 743-4576



Step-by-Step Process for MARKETING Internship Academic Credit

1. Secure an offer for an internship with an employer. For help on how to do this, please visit with a [Career Counselor](#) or login to [Bauer Career Gateway](#) to see available internships.
2. Once you have an internship offer, take the offer letter (detailing what your job responsibilities will be) or descriptive job posting (from employer) along with a copy of your resume and the Internship Credit Form (located [online](#)) to [Christina Hinkson](#), Experiential Education Manager for RCC, for approval.
3. After Christina Hinkson has approved/signed the Internship Credit Form (in lieu of the Faculty Advisor), take the form (and attached documents) to your Academic Advisor to decide where (if approved and successfully completed) this internship course (and three credit hours) will fit in your degree plan.
4. Meet with your employer/supervisor to fill out the Employer Agreement Form and provide them with a copy of the Department of Labor Fact Sheet (also found [online](#)).
5. Submit all paperwork (originals only, please) to the Rockwell Career Center's Experiential Education Manager ([Christina Hinkson](#)) before the **January 7th, 2013** deadline. If completed paperwork is submitted by the deadline, you will be notified via email within a few days if you are approved for academic credit for an internship credit.
6. If internship is approved for academic credit, you will have to make an appointment with [Christina Hinkson](#) to receive your welcome packet and discuss expectations and guidelines.
7. Once you have been enrolled for the GENB 4396 course, start your internship and work to successfully complete at least 100 hours of work experience throughout the semester.
8. Submit a hard copy of the term paper by **April 26th, 2013** to Dr. Partha Krishnamurthy (Mailbox 375G Melcher Hall). Email submissions will **not** be accepted. Details can be found in the [Guidelines](#).
9. Complete the Internship Insights survey in [Bauer Career Gateway](#) by the **April 26th, 2013** deadline.
10. Make sure employer completes the Employer Evaluation (also in Gateway) by **April 26th, 2013**. (Note: employers will receive an email at the end of October prompting them to complete the evaluation in Gateway)