COURSE SYLLABUS – UNDERGRADUATE INTERNSHIP

COLLEGE OF BUSINESS

MK 480

COURSE DESCRIPTION: A minimum 150-hour work experience in the University or other public or private organization where the student will have hands-on experience in the day-to-day application of marketing theories and concepts. The internship must occur in a work environment related to the marketing discipline. Application process is coordinated through Career Planning and Development.

CREDIT HOURS: 3

PREREQUISITES:

Junior or senior
Must have a 3.0 overall grade point average.
Approval with advisor before approval of Department Chair (required).

COURSE DELIVERY/REPORTING METHOD: Traditional and Angel

COURSE OBJECTIVES:

The student will be able to:

- Gain a meaningful level of occupational competency in a business environment in a work experience related to their major.

ASSESSMENT:

Mastery of the course objectives will be analyzed by the workplace supervisor of the internship, the UNA Internship Coordinator, and the department chair.

COURSE EVALUATION PROCESS

1. **Student Activity Reports**: The student will complete required periodic reports and submit timely reports to the Internship Coordinator.

2. **Employer Performance Reports**: Periodic reports will be submitted to the Internship Coordinator by the workplace supervisor.

3. **Attendance**: Regular and punctual attendance at the workplace is expected of all students just like regular class attendance is expected and is regarded as integral to course credit. Students must work the minimum required hours in order to receive academic credit. Internship hours for the program may vary from a minimum of 150 hours (10 hours/week) to 480 during the term. The internship commitment is for the entire term, regardless of how many hours over the minimum required the student works. Students will be required to verify the hours worked every week during the term. *See the current University Catalog for a detailed description of the University attendance requirements, including “no credit” for excessive absences and withdrawal from the University.*

REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES:

1. No textbooks are required.
2. Student must complete a Job Readiness review as directed by the Internship Coordinator as part of the procedures required for approval of the internship.

IMPORTANT TECHNICAL SUPPORT CONTACT INFORMATION:
- UNA Angel Learning Management System Support: angelsupport@una.edu (from your UNA portal e-mail if possible)
- UNA Portal FAQs: http://unaportal.una.edu/site/faqlogin.html
- UNA Computer Services Support: cpsupport@una.edu (from your UNA portal e-mail if possible)
- Click here to add additional technical support bullet points

ACADEMIC HONESTY—UNIVERSITY POLICY:

Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project, failure in course; and/or expulsion from the University. For more information refer to the "Academic Dishonesty" policy in the University Undergraduate

ADA ACCOMMODATION STATEMENT—UNIVERSITY POLICY:

In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the University offers reasonable accommodations to students with eligible documented learning, physical and/or psychological disabilities. Under Title II of the Americans with Disabilities Act (ADA) of 1990 and Section 504 of the Rehabilitation Act of 1973, a disability is defined as a physical or mental impairment that substantially limits one or more major life activities as compared to an average person in the population. It is the responsibility of the student to contact Developmental Services prior to the beginning of the semester to initiate the accommodation process and to notify instructors within the first three class meetings to develop an accommodation plan. Appropriate, reasonable accommodations will be made to allow each student to meet course requirements, but no fundamental or substantial alteration of academic standards will be made. Students needing assistance should contact Developmental Services.

EMAIL DROP PROCEDURE—UNIVERSITY POLICY:

Any student wishing to drop a class may logon to their secure UNA email account and send an email to their instructor* of record and a copy of the email to the Registrar's Office at registrar@una.edu. This will be valid for online courses as well as regular courses. The email MUST come from the student’s UNA portal account. The Registrar's Office will officially drop a student from the course after receiving a response from the instructor which includes permission to drop and their grade of W, WP, or WF. In the email, be sure that you include your full name, UNA ID number, course section and 5 digit course registration code.

*(For internship courses, the student must copy the Internship Coordinator and the Department Chair.)
### UNA College of Education: Alignment of Alabama State Department of Education Standards for Business and Marketing Education

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<th>Standard</th>
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| 290-3-3-.25(1)(c) Demonstrate occupational competency in the commerce and information technology environment. | **Student Activity Reports:** The student will complete required periodic reports and submit timely reports to the Internship Coordinator. **Passing Score** AND  
**Employer Performance Reports:** Periodic reports will be submitted to the Internship Coordinator by the work place supervisor. **Passing Score** |