For Fall 2014

Registration:

To obtain MKT 487 Marketing Internship credit you must first receive permission from the Coordinator of Internships in the Marketing Department. Once you have been approved and written permission is given to Student Services by the Director of Internships, you will receive an email from Student Services informing you of how to register. Separately, the internship must be approved by the Coordinator of Internships to receive credit.

Beginning of Semester: all below are due by 9/5 at 5:00 p.m. The forms may be e-mailed or submitted in hard copy form to my office.

- Employer and Student Expectations Form
- Student Internship Agreement
- Student Resume

End of Month: Email the Director of Internships an update on how the internship is going, one fun thing you learned or are learning, and any questions or concerns you may have. Your update must be a minimum of ½ page long. I will send reminders so that you do not forget to send the emails in. Use the email address: Nancy.Boykin@business.colostate.edu

Middle of Semester:

- Mid-Semester Evaluation Form (due by 10/17 at 5:00 p.m.)

End of Semester: all below are due on 12/16 by 5:00 p.m. Please do not e-mail the final report. It must be submitted in hard copy form to my office. If you are not in Fort Collins doing your internship, you may email me the hard copy.

- Final Evaluation Form
- E-mail from Employer stating:
  - The number of hours you worked
  - Brief written evaluation of your performance.
  - Suggested letter grade. (Note: The assigned grade for MKT 487 on your transcript is limited to an “S” or “U.”)
- Marketing Internship Report – see separate requirement sheet for instructions

Marketing Internship Report Outline

I. Introduction
II. Detailed description of internship activities
III. How did you benefit from this experience?
IV. Suggestions for the company
V. Suggestions for the Marketing Internship Office
VI. General Comments and Level of Satisfaction
VII. Appendix: Samples of Materials, etc.