

# School of Management Undergraduate Internship

## Syllabus Marketing

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**Faculty:** Dr. Julie Haworth  
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### Course Pre-requisites, Co-requisites, and/or Other Restrictions

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- Undergraduate students can earn up to 6 credit hours (maximum of 3 semesters per degree level) of Internship/Co-op credit towards graduation if elective credits are available on the student's degree plan.
  - Credit hours granted are based on minimum number of hours worked on internship. Students may enroll for fewer credit hours if desired.
    - 1 Credit Hour (80-159 work hours)
    - 2 Credit Hours (160-239 work hours)
    - 3 Credit Hours (240+ work hours)
- Students currently employed full-time seeking to obtain credit via the internship program need to receive PRIOR APPROVAL to enroll. **A one page document (signed by the supervisor) identifying the scope of a new learning project must be submitted to the course instructor.**
- Internship must be related to current major/program and degree level.

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### Student Learning Objectives/Outcomes

1. Construct a set of goals and objectives to accomplish during the internship and submit during the **first two weeks of your internship.**
2. Prepare an Internship Poster **due the last day of classes.** (***Look at the Academic Calendar and determine the last day of regular classes NOT during Final Exams.***)
3. Complete evaluation forms through the Career Center.

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### Grading Policy

This is a credit/no credit course. To earn a pass for the class you must submit the last two items above by the last day of the semester to your program. Failure to turn in these items by the last day of regular class will result in a "no credit" grade.

**NO Deviations or Exceptions to the grading policy!**

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## Course Requirements -

1. **Complete 3 specific goals & objectives within the first 2 weeks:** Due 2 weeks after start of job. *Form must be signed by Supervisor.*
2. **Participate in site visit:** Your course instructor may schedule a brief visit with your supervisor (@ work location) during the semester to discuss your work experience. It is your responsibility to insure our office has the correct contact information, and to assist in arranging for a visit with your supervisor.
3. **Final Project:** internship poster. See detail below.

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## Internship Poster Specifications

### Internship Class Final Project – Poster

**Format for Final Submission:** Students and/or teams must submit an online poster of your internship. **The poster is due on the last day of classes for the semester.** Look for templates on eLearning. Upload your poster to eLearning by the due date.

**If you wish to enter your poster in the annual contest, have your poster printed in the Student Union, 2<sup>nd</sup> floor, Student Organization Center. You can only pay with a check, but this is the cheapest printing option.**

Individual students or teams (two (2) students per team, must work for the same employer in the same department) can submit a poster for their final project in the internship class. Your research poster project must be about your internship.

Students and/or teams will find information on poster preparation at a number of sites on the web. For example, a search on “Research Poster Guidelines” returned the following items:

- <http://colinpurrington.com/tips/academic/posterdesign>
- The Newcastle University School of Chemical Engineering and Advanced Materials in the U.K. has a good website which reviews guidelines for both content and design.

<http://lorien.ncl.ac.uk/ming/dept/tips/present/posters.htm>

The project can be an innovative application of management theory or techniques, the improvement of an existing application, or a solution to a problem in your internship. Students need to discuss the confidentiality of the work they have done for their specific company with their supervisor, and adjust their poster presentation to take that into account. Should your poster involve proprietary information, the name of the company can be changed.

You will be graded on the creativity and applicability of the idea or research, the completeness of the documentation on the submitted poster and the quality of the presentation and description of methods.

All submitted posters will be displayed the following semester.

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### **Course & Instructor Policies**

1. Questions concerning the assignments should be directed to Julie Haworth, [Haworth@utdallas.edu](mailto:Haworth@utdallas.edu)
  2. If you experience any problems that require our assistance or if your internship ends suddenly for any reason, please contact your course instructor immediately.
  3. If you have any issues that might impact your completion of the requirements for this course, please contact your program manager immediately.
  4. You are expected to have read the syllabus before your first day of employment.
  5. You are expected to check your email regularly and promptly read all messages from your program manager.
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**University Policies:** (<http://provost.utdallas.edu/home/syllabus-policies>)

*These descriptions and timelines are subject to change.*

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# University of Texas at Dallas

## Student Goals Plan

School of Management Internships

Instructor: Julie Haworth

Student Name: \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_ (H)  
Email: \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_ (W)  
Degree: \_\_\_\_\_ Grad Date: \_\_\_\_\_

Site Supervisor Name \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Title: \_\_\_\_\_ email: \_\_\_\_\_

FAX \_\_\_\_\_

Work Site: \_\_\_\_\_  
(complete name of employer/company)

Location Address: \_\_\_\_\_  
Street City, State, Zip

Student:

1. After discussion with your supervisor, fill out the second page.
2. Obtain the required signature, indicating your supervisor's approval of your goals.
3. Submit two weeks after start date at your internship by uploading to eLearning.

I have reviewed the Goals and Objectives as stated on the following form. I agree to participate in a site visit this semester to discuss this student's work plan, and to complete a performance appraisal (form will be provided) at the conclusion of this semester.

\_\_\_\_\_  
Signature of Site Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Student Intern/Co-op

\_\_\_\_\_  
Date

**University of Texas at Dallas**

**Co-op / Internship Goals/Objectives and Expectations for:**

Student \_\_\_\_\_

Employer \_\_\_\_\_

List at least 3 specific learning goals/objectives for the semester: