

**FLORIDA GULF COAST UNIVERSITY  
LUTGERT COLLEGE OF BUSINESS  
MARKETING DEPARTMENT  
MARKETING 4944 INTERNSHIP IN MARKETING  
Spring 2020**

**COURSE INFORMATION**

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**Course name:** Internship in Marketing                      **Credit hours:** 3                      **CRN:**12108

**Faculty Internship Supervisor:**                      Dr. Khaled Aboulnasr, Ph.D.,  
Associate Professor of Marketing  
**Office:**    Lutgert Hall #3345  
**Phone:**    (239) 590-7598  
**Email communication:**                                      CANVAS

**CATALOG COURSE DESCRIPTION:**

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Supervised work experiences in a marketing related capacity with profit or non-profit organizations. Individual work must meet the College of Business and the Department of Marketing requirements to earn course credit. (Junior/Senior standing and permission of department required) (S/U only)

**INTERNSHIP OBJECTIVES:**

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The objective of an internship is to provide Florida Gulf Coast University (FGCU) students with an opportunity to enhance their academic preparation through practical, hands-on experience. An internship seeks to offer students the opportunity for professional growth within an organization through the completion of challenging and meaningful work. Students gain valuable experience that translates to high marketability upon graduation. Employers gain a valuable opportunity to review intern credentials for organizational “fit”.

**STUDENT LEARNING OUTCOMES:**

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- Apply marketing-related academic knowledge in a professional setting.
- Acquire marketing-related competencies.
- Develop marketing-related technical skills.
- Demonstrate an understanding of professional customs and practices.
- Demonstrate an understanding of organizational culture and structure.

**ACADEMIC QUALIFICATIONS:**

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In order for a student to take the Marketing Internship, the student must have an overall FGCU GPA of 2.5 and a Major GPA of 3.0. The student also must be a Junior Level standing and be approved by a LCOB academic advisor.

**EVALUATION AND ASSESSMENT METHODS:**

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In addition to the successful and timely completion of 150 internship hours (by December 9<sup>th</sup>), the following assignments will be used to assign a pass/fail grade for this course:

- Written Internship Reports:
  - Minor report:    (Due February 28<sup>th</sup>)
  - Major report:    (Due April 22<sup>nd</sup>)
- Syllabus Quiz (Required)    (Due January 13<sup>th</sup>, See Canvas)

Please see CANVAS for a description of the requirements of the internship reports.

## **GRADING POLICY**

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The grade in this course will be based on a number of assignments. The student will receive an “S” (pass) or “U”(fail) based on the completion of all assignments, including 150 hour of work for the employer, on a timely basis.

## **STUDENT AND ORGANIZATION RESPONSIBILITIES**

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### **Student:**

- The student is responsible for adhering to the policies of the organization/company.
- The student is responsible for adhering to the proper dress code required by the organization/company.
- The student is responsible for transportation.
- The student is responsible for reporting to the organization/company punctually and following all established regulations.
- The student will not submit for publication any materials relating to the internship experience without prior written approval of the organization/company.
- The student shall hold all privileged information concerning the operation of the organization/company and/or its customers in strict confidence.
- All international students who hold the F-1 visa should contact the Office of International Services to verify eligibility and immigration compliance.
- Most importantly! At all times, the student must remember that he/she represents Florida Gulf Coast University and its current and future relationships with the organization/company.

### **Organization/Company:**

- The organization/company shall provide the student intern a planned, supervised program of career related experiences.
- The organization/company shall maintain complete records on the student intern's performance and provide an evaluation as required by the university at the conclusion of the internship period.
- The organization/company may request the university to withdraw any student intern from its facilities whose personal characteristics or performance prevent a desirable relationship with the organization/company.
- The organization/company shall permit the inspection of its facilities, student intern records, and such items pertaining to the internship program by the university or agencies charged with the responsibility for accreditation of the academic programs.
- The organization/company shall not take commercial advantage of its affiliation with the university by advertising the relationship in commercial media.
- The organization/company agrees to comply with all Federal and State non-discrimination laws and work cooperatively with the university staff to accommodate student interns who request accommodations due to a disability documented through Florida Gulf Coast University.

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through the answering of a few simple questions on Canvas. A very brief quiz about the syllabus needs to be completed on Canvas by Tuesday, August 26<sup>th</sup>. Completing this quiz is a requirement of this course.

### **IMPORTANT INFORMATION:**

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The course syllabus and schedule, including the grading policy, is tentative. I reserve the right to make changes as may be necessary throughout the semester. Any changes that take place will be announced through CANVAS.

### **ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY**

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FGCU's stated policies on academic honesty will be strictly enforced. Students are expected to have read, be familiar with and follow these policies.

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students must only submit materials that are their own creation and include attribution for any ideas or language that is not their own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

### **DISABILITY ACCOMMODATIONS SERVICES**

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Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

### **STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS**

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All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

### **UNIVERSITY NONDISCRIMINATION STATEMENT**

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Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex

(including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

## **LIBRARY RESOURCES**

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Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

Contact: <http://library.fgcu.edu/LBS/about/contactus.htm>