



Undergraduate Internship Syllabus

Course Number: 11.391
Term/Year: Summer 2007
Course Title: Internship
Instructor: Professor Swasy
jswasy@american.edu 202-885-1974
Office Hours: By appointment

The Kogod School of Business believes in the integration of the classroom and the world beyond. Internships provide students a unique opportunity to have a practical experience tied to academic learning. Each Kogod student is encouraged to participate in as many internship opportunities as possible and may earn up to three (3) credits for these experiences. Students are fully supported by an integrated team of faculty advisor, academic advisor, and internship advisor.

Undergraduate students must have completed 12 credit hours in business, including their first 300 level course in the discipline of the internship. The credit earned in an internship course may be used only for a free business elective course. It may not replace a core or area of specialization course.

Internship Objectives

To provide students with work experience that will enhance and complement their academic learning. Specific objectives include:

- To apply academic learning to workplace practices.
- To practice and develop professional skills, such as oral, written, and interpersonal communications, use of technology and analytical tools, and working in teams, that will improve performance in subsequent courses and in future work assignments.
- To examine one's own attitudes toward work and toward the field of marketing and to consider which aspects of marketing best match one's own interests.

Student Registration Responsibilities:

- Identify internship opportunity, the discipline with which it would be associated, and the key goals that the student would be trying to accomplish through the internship experience
- Complete Internship link with required signatures and deliver to the Registrar's Office. Please allow 7 business days to complete the process of attaining signatures.

- Set up meetings to discuss internship goals with the Faculty Advisor and curriculum requirements with the Academic Advisor
- At the end of the internship, receive completed feedback forms (and return to the appropriate party):
 - Faculty supervisor (Returns to the Faculty Advisor)
 - Employer supervisor (Returns to the Faculty Advisor)
- Attend final internship review meeting.

Assignments and Grading

Obviously, students should periodically assess their internship, especially if s/he feels that the situation is not providing a worthwhile learning experience. Obviously, the student should talk with their faculty advisor via email or phone as frequently as needed; at least every seven - ten days.

Assignment:: Portfolio of work completed The purpose of the work portfolio is to assure that the student completes and accumulates materials that will demonstrate his or her accomplishments and competencies to potential employers. The nature and quantity of work to be included in the portfolio depends on the specifics of the internship work. This portfolio is a substantial marker of the experience and may directly affect the internship course grade; hence, work completed by the student during the internship may be submitted by the student to the faculty advisor for evaluation. If submitted, it will receive a weight of 40% of the course grade.

Assignment: Comprehensive paper on the experience identifying knowledge or skills gaps.

The purpose of the paper is to assure that the student uses the internship experience to advance his or her knowledge, understanding, and education. The paper should be relatively short but no less than 3,000 words excluding tables, figures and exhibits. The student is free to organize the paper as s/he feels appropriate to the task.

The paper should review and integrate questions and issues encountered during the internship with the appropriate academic and professional literature related to those questions and issues. Once the student has identified a suitable topic(s), the student should submit the topic and a 2-page outline (with at least 10 references) to the faculty advisor for approval. Once the topic is approved, the student may then begin to complete the research paper, providing progress reports or drafts and updates to the faculty advisor as needed. Weight: If Portfolio Assignment above is not used: 100% (otherwise, 60% of grade).

The deadline for turning in required materials and your supervisor evaluation form is the last regular class day of the semester (see AU academic calendar).

KSB Syllabus Statement

Academic integrity is paramount in higher education and essential to effective teaching and learning. As a professional school, the Kogod School of Business is committed to preparing

our students and graduates to value the notion of integrity. In fact, no issue at American University is more serious or addressed with greater severity than a breach of academic integrity. Standards of academic conduct are governed by the University's Academic Integrity Code. By enrolling in the School and registering for this course, you acknowledge your familiarity with the Code and pledge to abide by it. All suspected violations of the Code will be immediately referred to the Office of the Dean. Disciplinary action, including failure for the course, suspension, or dismissal, may result. Additional information about the Code (i.e. acceptable forms of collaboration, definitions of plagiarism, use of sources including the Internet, and the adjudication process) can be found in a number of places including the University's *Academic Regulations*, *Student Handbook*, and website at <http://www.american.edu/academics/integrity>. If you have any questions about academic integrity or standards of conduct in this course, please discuss them with your instructor.

BIO & Contact Sheet for MKTG 391 Students

Please complete this page and name the document as follows: "LASTNAME_bio.doc" Then email it to Prof Swasy. Place the following information in the subject line of the email: "your last name", "MKTG 391" and the topic of the email - "BIO".

NAME:
EMAIL:
PRIMARY TELE CONTACT NUMBER:

INTERNSHIP INFO
COMPANY:
PRIMARY CONTACT PERSON AT COMPANY:
THEIR PHONE NUMBER:

SHORT DESCRIPTION OF INTERNSHIP DUTIES:

Topic Idea for MKTG 391

Please fill in this form. It will help me understand your topic idea so we can have a more productive discussion of your ideas and plans. After completing this form, name and save it as a Word "doc" using this naming system that identifies your name:

" <insertyourlastnamehere>_TOPIC.doc"

Send it to me using your AU email address.

Please complete & send this to me by the second week of the semester.

Idea: _____ Prepared by: _____ Date: _____

I. Background for the idea. (Briefly describe how this topic relates to your internship) (about 20-40 words)

II. Briefly describe how this topic idea relates to a topic or topics you've studied in your previous course work. (What course? What topics related to what you propose to research? How will this research extend your previous knowledge of these topics?)

III. Briefly describe the objective of the research paper.

IV. Attach an outline for the paper. This can be rough as it may change.

V. List ten academic references and ten practitioner (trade) references related to this topic.

TO: MKTG 391 Students

FR: J. Swasy

RE: FAQs Regarding the Internship & the Research Paper

1) Sources for a Literature Review

“In the process of preparing the preliminary paper for my independent study I have found that most of the relevant information i am getting is from email interviews with service providers and from company sponsored white papers educating people about the services they provide and lastly podcasts. How do you feel about these as sources in light of the fact that there is so little which has already been published on the topic of xxxxx.”

... Great question.

First you should review the current status of the topic in the academic and practitioner journals. See Stacey Marien, the KSB Reference Librarian for help and to establish what materials and journal articles are available.

If the topic is indeed a viable topic and it is important but has not yet been addressed in the literature, then you will need to craft a review based on the most trustworthy sources you can gather.

2) Style and Format of the Research Paper.

“What form should I follow?”

You have some flexibility here. But, the bottom line is that the paper should be of professional quality, both in content and style.

For specific questions see Bonnie Auslander, aka the “Writing Coach” and Manager, Business Communications, KSB 14 (202 885 1920)
ausland@american.edu

NOTE: Bonnie’s office is a great resource for KSB students - -
I expect that students will use Bonnie’s office to review all drafts of their term paper.

3) Selection of Research paper topic.

“What is an acceptable topic? “

We have flexibility on this and each student should generate several ideas and then discuss them with Prof. Swasy. The bottom line is that you pick something of interest. Keep in mind that one objective of the research paper is to show that you, the student, now have expertise on the topic.

Students should ask themselves several questions while contemplating topics: What is interesting about this topic? Why is this topic important to managers? Are there questions, aspects or complexities of this topic that scholars (academics and /or practitioners) in this knowledge area are debating and investigating? What are the “cutting edge” questions that managers and experts in this field are raising?

4) Timeframes.

“When is the paper due? What are the key dates?”

Each student and internship differ but there are some guidelines.

During the first two weeks of the internship students should focus on getting settled and understanding their situation. S/he should also try to establish rapport with someone at the company who might serve as a “mentor” regarding your research. Ideally, this person is someone who has many years of experience and perhaps even a graduate degree in his/her area of expertise.

By week #3 the student should have several ideas for a possible topic, including some preliminary lit review for each, and be prepared to discuss the ideas with Prof Swasy. By week #5, the student and Prof Swasy should have come to an understanding wrt topic and outline for the paper. By week nine or ten, the student should have a rough draft for review by Bonnie’s Office and then Professor Swasy.

Due date for the final paper is the last day of scheduled classes for the semester.

5) Portfolio Project.

“Do I have to have a “portfolio project” ?”

No. Not all internships are well suited to creating a separate work product that is largely the work of a single individual. If you do have a project that is suitable, it can be submitted and used toward the course grade (40%). This should be discussed with Prof Swasy.

6) Meetings with Instructor.

“How often should we meet?”

Simple answer is “as needed” and a minimum of twice. For some it may take several face to face meetings and numerous t-cons to thrash out a topic and outline; or, it may take only two or three email exchanges.

7) Expectations for Mktg 391.

An internship experience can be a valuable part of your education and career preparation. Students have a responsibility to make the most of the opportunity, and thus the quality expectations for the assignments in MKTG 391 are very high. Any student who does not share these expectations should not waste everyone's time and consider a "not for credit" internship.

8) How do I submit papers?

Send all correspondence via email to jswasy@american.edu

9) Etiquette.

a. When sending emails, make sure that the subject line includes your last name followed by the subject (e.g., "SMITH _ mktg391 topic idea"). That way I can identify and keep your emails in the proper folder and lessen any chance that an important email is lost.

b. When I send you some thing such as review comments, please reply with a confirmation that you've received it. The reply doesn't have to be lengthy – a simple "got it" will suffice.

c. If for some reason, you don't hear back from Prof Swasy within 48 hrs, resend the email and call 202 885 1974.