The Marketing 3581/Co-op in Marketing is reserved for MARKETING MAJORS, having at least a Junior Level Status (completion of core), with 3.0 GPA or better. The course counts as a MARKETING ELECTIVE; therefore, a marketing focus (as evidenced in the final deliverable) is required. Participation in an internship (or co-op program) offers students the opportunity to observe and interact in a professional environment while also allowing students to apply marketing theory and coursework in a practical setting.

The objective of this course, therefore, is to enable students to gain practical and professional experience in marketing. As a 3-credit course, students should expect to put in approximately 8 to 10 hours per week over a twelve week (semester) period. Note: UNPAID INTERNSHIPS pose particular challenges for students and administrators; the Department reserves the right to decline to offer credit for certain unpaid internships*. Students demonstrate synthesis of marketing concepts in their internship through the preparation of a final paper. Students arrange to meet every other week with their faculty sponsor to track progress throughout the semester. Because this is a learning experience with no formal classroom meetings and little structure, the student’s work ethic, including self-motivation and self-discipline as well as an ability to meet deadlines is critical.

Eligibility - Interested students should prepare a formal request for sponsorship to faculty (Dr. James Hunt (MAIN) hunt@temple.edu) which includes:

- A formal letter from an acceptable organization extending an offer for an internship in the field of Marketing or a copy of correspondence from the employer extending the offer of the internship
- A detailed job description for the internship stating duration of internship and minimum weekly commitment and any pay/compensation offered
- A professional resume
- A letter of recommendation from a member of the Faculty of the Marketing & Supply Chain Management Department
- A proposal for a final report (a minimum 100 word thesis statement would be sufficient)

Requirements - Assessment has several standard components, including:

- Journal - As future managers students are expected to observe and document related work activities. The student’s journal should reflect the developmental process the student moves through as they begin to understand the organization and perform job functions. Entries should be made at least weekly, should be detailed, and should be submitted in electronic format to the sponsoring faculty prior to meetings. A final reflection (with specific requirement) will be required.
- Internship Paper –This will act as the major component for assessing the student’s grade. As evidence of achievement of relevant learning outcomes students will undertake the development of a report which integrates their current work experience with their classroom experience at Temple University; the result will be a 10 to 20-page paper prepared under the supervision of a faculty member.

Students are asked to provide information about detailed project descriptions (internship activities) and how these experiences have helped the student better understand or utilize marketing concepts. Students are encouraged to work with the faculty sponsor (over the course of the internship) to clarify project progress, document challenges, solutions, and to develop personal insights. It is expected that the final report may include a synthesis of outside research sources to frame the internship project as evidence of the student’s understanding of a broader marketing perspective.

*Unpaid Internships; Fox is aware of the Dept. of Labor guidelines regarding unpaid interns. We do allow employers to post unpaid internships (majority are still paid) on FOXNET but suggest that a stipend be offered and many seem agreeable to that. Many also require a student get course credit which is their way of providing an educational benefit. I do explain that a student is paying for those credits and in some cases an unpaid internship will not work a student. We have had employers offer to provide a stipend to cover the course credit for the internship course. We will continue to monitor and provide direction to the employers.