



Why should I do an internship?

1. You can earn up to three hours of marketing elective credits.
(You must have already completed nine hours of marketing classes by the time you begin the internship)
2. You can earn up to three hours of general credits.
3. You gain valuable experience.
4. You can “try on” a career.
5. Sometimes you get paid good money.

Marketing Internships – where do I find them?



Department of Marketing website

<http://business.illinoisstate.edu/marketing/internships/>

- Internship paperworks
- Potential internships: both local and nationwide
- Additional resources

Career Center website: *Hire-A-Redbird*

<https://careercenter.illinoisstate.edu/hire/>

- Internship and part/full time Job postings
- Help with resume writing and mock interviews. Even business cards printing (free!)

Google! example - “summer marketing internships near Chicago”



Two options for internships

Credit-based or non-credit-based → If you don't need academic credit, then there is no "academic oversight" hence no need to register

1. If you are interested, have an appointment with your academic advisor to see how the internship credit will count toward graduation ([marketing elective](#)? General university elective?).
2. If you want to register for the internship course then proper documentation needs to be processed. See next slide



Academic Credit can be Earned – but meet these criteria:

An intern can earn up to 3 hours of marketing elective credits (and/or up to 3 general university credits)

- 60 hours needed per credit hour**
- Minimum of 60% marketing-specific training**
- Internship packet (paperwork) filed, reviewed, and approved prior to beginning of internship**

Credit-Based Internship - How do I go about registering for internship credit?



1. Complete the [internship packet](#) (course number depends on your specific sequence) starting page 9, being sure to get all signatures. Your supervisor at your employer will need to sign two of the forms (pages 10 and 11), one form must be signed by your academic (page 9).
2. E-mail or bring your completed packet to your Internship coordinator.
If your last name begins with A – L, your internship coordinator is **Dr. Gary Hunter (SFHB 332)**, glhunte@ilstu.edu. If your internship is for Analytics or if your last name begins with M-Z, your internship coordinator is **Dr. Ishida (SFHB323)**, cishida@ilstu.edu
3. Once your Internship Coordinator has verified your packet is complete they'll send an override slip to your advisor. You will then be able to register.
4. Once registered, you will then have access to Reggienet Internship site where registered interns will submit their midterm and final reports, along with other pertinent information

How is a Credit-Based Internship graded?



Activity	Proportion of Final Grade
Mid-term Progress Report	5 percent
Supervisor's (Employer's) Mid-term Evaluation	10 percent
Daily Log	10 percent
Final Report	50 percent
Supervisor's (Employer's) Evaluation	25 percent
Total	100 percent