Illinois State University
Department of Marketing
Professional Sales Internship
Marketing 398.03

Administrative Packet

Student’s Name: _________________________________________

NOTE: You may not start logging hours until the Director of Internships has received the required forms and you have registered for the class.

Student Checklist

All of the following must be completed prior to registering for your internship:

_____ Online Contact form (Available from the internship website)
_____ Academic Advisement Verification Form
_____ Written Description of Marketing Internship
_____ Internship Employment Verification Form
_____ Professional Practice Health Insurance Certification
_____ Release Form
_____ Marketing Internship Profile
WHAT IS THE ISU PROFESSIONAL SALES INTERNSHIP PROGRAM?

The internship is one of the activities a student can do during his/her education at ISU that will make a significant difference in his/her marketability at graduation. The benefits to the student and to the company are so great that an increasing number of companies are using internships as their major form of recruiting new employees.

Marketing 398.03, Professional Practice: Internship/Cooperative Education in Professional Sales, requires junior standing. This internship is primarily for students with at least 89 hours earned and has taken at least one professional selling class at the university. Those qualifying for this internship experience can receive letter-grade credit and up to three credit hours can possibly be counted toward the Marketing Major.

Hours required to earn academic credit:
A student typically needs to work 60 hours for one academic credit hour. This means a student needs to work 180 hours for three hours of academic credit and 360 hours for six hours of academic credit. The distribution of work makes no difference. That is, the student can work five weeks at 36 hours per week to get 180 hours or the student could work ten weeks at 18 hours per week. The important thing is that the total number of hours worked is achieved.

REQUIREMENTS FOR MKT 398.03

The following must be completed by all interns to receive credit for their internship program:

1. Academic Advisement Verification Form
2. A Written Description of the Professional Sales Internship
3. A completed and signed Employer Verification Form
4. Professional Practice Health Insurance Certification
5. Notarized Release Form
6. Mid-term Progress Report
7. An Internship Log summarizing daily activities. The log must be included as an appendix of your report.
8. A typed, professionally prepared, report consisting of two sections (described as a and b below):
   a. A detailed description of work experience on the job.
      Minimum length of section: (a page is considered to be 23 lines of copy)
      - 1 hour internship – 2 pages
      - 2 hour internship – 2.5 pages
      - 3 hour internship – 3 pages
      - 4 hour internship – 3.5 pages
      - 5 hour internship – 4 pages
      - 6 hour internship – 4.5 pages
   
   b. A listing of the professional sales coursework that relates to your internship, with a detailed explanation of how concepts from your classes were useful or observed on the job.
      Minimum length of section: (a page is considered to be 23 lines of copy)
      - 1 hour internship – 2 pages
- 2 hour internship – 3 pages
- 3 hour internship – 4 pages
- 4 hour internship – 5 pages
- 5 hour internship – 6 pages
- 6 hour internship – 7 pages

9. A completed Employer Evaluation of the intern, received by the Director of Internships (the form will be e-mailed to your supervisor by ISU’s Department of Marketing).

The forms listed in 1 through 6 are provided in this packet. It is the responsibility of the intern to make sure that all required forms are completed and returned via e-mail to the Director of Internships.

At the end of the internship, the Director will send the Employer Evaluation out to the intern’s supervisor. The intern should, however, check to see that the form has been received by the supervisor.

**MARKETING INTERNSHIP GRADE DETERMINATION**

1. Mid-term Progress Report: 5 percent
   - **The due date is posted on the internship website.** Failure to turn in your report on time will result in a letter grade reduction for each two days it is late. Mark this date on your calendar. I will not contact you to submit the report.

2. Supervisor’s Mid-term Evaluation: 10 percent
   - The Director of Internships will mail the evaluation form to your supervisor. You are not required to acquire/submit this form.
   - **Please immediately email the Director of Internships if there is any change in your supervisor; submit the new name, address, and phone number.**

3. Log: 10 percent
   - **The due date is posted on the internship website.** Failure to turn in your log on time will result in a ½-point reduction for each hour it is late. The log must be included as an appendix to your final report. **You may not start logging hours prior to the date you register for the internship.**

   - **The due date is posted on the internship website.** Projects should be e-mailed to the Director of Internships by 11 am on the due date. Failure to turn in your report on time will result in a 1-point reduction for each hour it is late. **This is the required due date for all papers, regardless of the internship start date and end date.**

5. Supervisor’s Evaluation: 25 percent
   - The Director of Internships will e-mail the evaluation form to your supervisor. You are not required to acquire/submit this form.
   - Please e-mail the Director of Internships if there is any change in your supervisor; submit the new name, address, e-mail, and phone number.
COMPLETING THE FORMS IN THIS PACKET

WRITTEN DESCRIPTION OF A PROFESSIONAL SALES INTERNSHIP

Internships are designed to create a classroom experience outside the classroom. The following areas required in the description roughly correspond to a syllabus (structure), topics covered in the course (substance), teacher qualifications (supervisor), testing (supervision), and homework (special projects). Either the supervisor (company/organization) or the intern may write the internship description. If the intern writes the description, the supervisor must sign it to show agreement to what is stated. A form is included with this packet to assist you in preparing the written description.

Written Description Outline (approximately one page): This form is not required if you submit a formal job description provided by your supervisor.

Structure:
Professional Sales Internships require a minimum of 50 percent of the time worked be sales related. Give a breakdown of the activities that will be performed during the internship. Use percentages in indicating how much time will be spent on each activity. For example:

- 45% prospecting
- 25% sales presentations
- 25% attending meetings
- 10% answering the phone and other clerical tasks

The more detailed the better. Some businesses/organizations have a program for the internship laid-out week-by-week. If this is the case, please include a copy of their plan for the internship. Sales related duties must constitute a minimum of 50 percent of your activities.

Substance:
Specifically state the professional sales topics and concepts addressed by the internship.

Supervisor:
State the qualifications of the supervisor. This does not have to be formal coursework in professional sales, but could be on-the-job training, seminars, etc. A few sentences about the supervisor’s background will be sufficient.

Supervision:
The intern must be given feedback about job performance at least every two weeks. It can be informal rather than written feedback.

Special projects:
Note any independent work the intern will be doing that will be reported to the business/organization.

Additionally, indicate if any formal training materials like videos, CD-ROM, audio tapes, self-study manuals, computer programs, books, etc. will be utilized.
Sending the completed Packet to the Director of Internships:
Once all required paperwork has been completed, including all necessary signatures and notarization, convert the packet into an electronic pdf and send the file via e-mail to the Director of Internships.

COMPLETING THE FINAL REPORT

The final report will include two main sections (internship activities and how the internship related to coursework) as well as a log

INTERNSHIP PAPER DESCRIPTION – MARKETING 398.03

General Guidelines

1. The paper must be double-spaced.
2. Type must be 12 point, Times New Roman.
3. Margins must be one inch on all sides.
4. All pages (except the cover, contents and appendix) must be numbered.
5. You may include an appendix with samples of your work, company literature, etc. The appendix will not be counted toward the required length.
6. Grading will take into account grammar, spelling, and readability.
7. The title page and table of contents are not counted toward the required length.
8. The paper should be sent to the Internship Director as a Word file. The file should be named as your first and last name separated by an underscore (e.g., heidi_klum). The file should be e-mailed as an attachment to the Director of Internships at their campus e-mail address.

Cover Page:

Company Name

Student Name
Date Submitted

Course Title and Number - Number of Credit Hours

Headings for the paper must be as follows:

SECTION I – INTERNSHIP ACTIVITIES
Operations of the Business/Organization

Describe the operation of the business. This is not a description of the internship; it is a description of the organization structure and the business operations.

Training

What topics were covered in your training? How long was the training? Describe the procedures used for your training and any materials used such as manuals, tests, books, videos, self-study materials, CD ROM, etc.

Percentage of Time Devoted to Various Activities/Duties

Create a table to breakdown the approximate percentage of time you devoted to various activities and duties.

Description of Internship

Provide a detailed explanation of your internship activities. What were your typical activities? Did you have any special assignments? What were the most exciting and interesting aspects of your experience? Were there aspects of the experience you did not enjoy or that you did not find beneficial?

Where possible, please include examples of your work such as: flyers, letters, newsletters, advertisements, brochures, coupons, PowerPoint presentations, pictures of bulletin boards or displays, charts, tables, press releases, market plans, reports, etc. You may have these back when grades are completed.

Supervision

You must include a section on how you were supervised. How often did you meet with your supervisor? What kind of feedback did you receive from your supervisor? How would you evaluate the techniques employed by your supervisor?

Work Relationships

How often did you interact with other personnel? Were the relationships positive or were there problems? If there were problems, what did you learn from the experiences?

Personal Management

How did you grow as a sales professional and as an individual? For example, were your skills, such as time management, acceptable at the start of the professional practice experience or did they improve as a result of the internship?

Career Possibilities
Did the internship change your perspective on sales career opportunities? Are you even more interested in a sales career? Did you learn of opportunities you were unaware of prior to your professional practice? Did the experience help you visualize a career path to be followed upon graduation?

SECTION II – HOW THE INTERNSHIP RELATED TO COURSEWORK

This is the most important section of the paper. This section explains how what you learned in sales classes at ISU related to your internship. Did the internship confirm what you learned in your sales classes? Explain further insights on material that was covered in courses. How did you apply principles and techniques learned in the class? Use the following headings for each class and then relate concepts from that class to the internship. Please be detailed and thorough.

1st Sales Course Name and Number and Name of Professor

2nd Sales Course Name and Number and Name of Professor

Etc.

PROFESSIONAL SALES INTERNSHIP LOG DESCRIPTION

You must maintain a daily log of your internship activities. The log must be turned in with the internship paper (an appendix to the report). The following format must be used:

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours worked</th>
<th>Tasks performed</th>
<th>Optional comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 29</td>
<td>8</td>
<td>5 sales calls</td>
<td></td>
</tr>
<tr>
<td>August 30</td>
<td>4</td>
<td>2 sales calls and team meeting</td>
<td>Made first sale!</td>
</tr>
<tr>
<td>Etc., etc., etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total hours for internship</td>
<td>180</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER INFORMATION

Contact me right away if your internship does not go as expected and/or the internship plan that was laid out is not being followed. Do not wait until the Mid-term Progress Report to let me know the situation. If necessary, I will talk with the company to try and get things back on track. If you do not contact me and the internship turns out to be a poor one, then this will be reflected in your grade. I will probably call you to find out what is going on if I see some concern in the Mid-term Progress report.
MARKETING INTERNSHIP FORMS
Please make sure your answers are as detailed and specific as possible. Email this form to the Director of Internships. This report is due at the mid-point of your internship.

1. Are you receiving experience that you feel is valuable to you – experience that you may not have received from a previous job or class? Explain.

2. Has your business or organization followed an organized plan in working with you? Explain.

3. Up to this point, what is the most positive aspect of your internship? Explain.

4. Up to this point, what has been the most negative aspect of your internship? Explain.

5. Up to this point, how would you rate your business supervision?

   Excellent  Good  Average  Fair  Poor

6. Up to this point, how would you rate overall your internship experience?

   Excellent  Good  Average  Fair  Poor

7. Comments (use back of form)
ACADEMIC ADVISEMENT VERIFICATION FORM

_____________________________ (STUDENT NAME) _________________________ (UID #)

has met with me to discuss his/her academic plan. We have determine the appropriate internship for the student is Marketing (circle 1) 298.00  398.01  398.02  398.03  398.04  498.00 for ______ credit hours.

Signed: _________________________ Academic Adviser

Signed: _________________________ Student

Dated: _________________________
WRITTEN DESCRIPTION OF THE PROFESSIONAL SALES INTERNSHIP

Some businesses/organizations have a program for the internship laid-out week-by-week. If this is the case, you may substitute this form with a copy of their plan for the internship.

Written Description Outline (approximately one page):

Structure:
Give a breakdown of the activities that will be performed during the internship. Use percentages in indicating how much time will be spent on each activity. At least 50 percent of your activities must be sales related.

_______ % ______________________________________________
_______ % ______________________________________________
_______ % ______________________________________________
_______ % ______________________________________________
_______ % ______________________________________________

100 % Total

Substance: Professional sales topics and concepts addressed by the internship.

____________________________________________________________________________
____________________________________________________________________________

Supervisor:

____________________________________________________________________________
____________________________________________________________________________

Supervision:

____________________________________________________________________________
____________________________________________________________________________

Special projects:

____________________________________________________________________________
____________________________________________________________________________

Training:

____________________________________________________________________________
____________________________________________________________________________

Student Signature: ___________________ Supervisor Signature: ___________________
Marketing 398.03 is an internship whereby a student typically works anywhere from 10 to 18 hours per week for 15 weeks during a regular school term, or 20 to 40 hours per week during a summer session, for a business firm. Each firm appoints a supervisor to direct the student in his/her research or work assignment.

Since the student will receive university credit for his/her work, the cooperating business should expect the student/intern to be a productive and well-motivated employee. The intern is seeking additional understanding of the practice of business, generally, and marketing, in particular.

**Internship Information**

Student Intern____________________________________ Home Phone ____________________
E-mail _______________________

Cooperating Business __________________________________________________________
Address_______________________________________________________________________
City__________________________________________ State ________________ Zip________
Supervisor ____________________________________ Title ___________________________
Phone ________________________________ E-mail ________________________________

Hours per week _______ x # of weeks _________ = of Estimated Total Hours:___________
Start date ___________________________ End Date__________________________________
Rate of pay (if applicable) ________/hr. ________/wk. _________ Other

Provide a description of Student Intern Position (See WRITTEN DESCRIPTION OF A MARKETING INTERNSHIP on a previous page of this packet). By signing this form, the intern and the supervisor agree to the terms of the written description.

_________________________________  _______________________________________
Student Intern  Supervisor

Each person should retain a copy. Please return a copy to: Director of Internships, Department of Marketing, Campus Box 5590, Illinois State University, Normal, IL 61790-5590.
Fax: (309) 438-3508
**Professional Practice Health Insurance Certification**

One of the requirements for participation in Professional Practice (Cooperative Education/Internships) is that each student has adequate health/accident coverage in force during the entire period of participation*. Coverage must be either privately procured or obtained through the University’s Group Health Insurance plan.

Medical or dental expenses incurred while participating in the Professional Practice Program are not the responsibility of Illinois State University, the Board of Trustees, or their agents or employees.

Student Insurance is automatically assessed with registration of 9 or more credit hours by the 15th calendar day fall/spring (8th day summer).

If you are registered for fewer hours, or not registered for sufficient hours by the deadline, you can apply to purchase Student Insurance through i-Campus portal by the 15th calendar day fall/spring (8th day summer). Students are eligible to purchase insurance on an optional basis no more than 4 terms.

If you will not have ISU’s insurance, you should review your other policy’s coverage to determine its adequacy. In this case, a copy of an insurance card or other verification of insurance coverage MUST be attached to this form demonstrating your coverage throughout the term of your professional practice.

Please select from the following statements, sign, and submit this form to your professional practice coordinator before the 15th day fall/spring (8th day summer).

_____ I will be covered for the entire period of your participation by ISU student health insurance because I

_____ (1) enrolled for sufficient credit hours to be assessed the student health insurance fee, or

_____ (2) purchased Student Assurance by applying through my i-Campus portal by the 15th calendar day fall/spring (8th day summer). The charge will be posted to your Student Account.

_____ I am not covered by ISU student health insurance and have attached verification of my privately secured policy applicable to my entire period of Professional Practice experience.

_____ I have both ISU’s student group plan and another policy for maximum protection.

Your signature attests to your understanding of these terms and provisions. If you do not understand any of this content or have any questions as to how these terms apply to you please contact your coordinator.

Signature: __________________________ Date: ______ Print Name: __________________________

Please be aware of when Illinois State University insurance coverage begins and ends. If your practice begins before (or lasts beyond) these dates, then you need coverage for the previous (or following) term. **Note: This certificate should be retained by the Professional Practice Coordinator for 1 year.**

Doc: professional practice April 09
# Marketing Internship Profile

Please Print

<table>
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<th>Last Name</th>
<th>First Name</th>
<th>Middle Initial</th>
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<th>Permanent Address</th>
<th>Permanent Telephone</th>
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<td>Address</td>
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<tr>
<td>City</td>
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Please list courses in Professional Sales you have completed or will complete prior to the internship:

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<tr>
<th>Course:</th>
<th>Semester taken:</th>
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Release

STATE OF ILLINOIS )
COUNTY OF MCLEAN ) KNOW ALL MEN BY THESE PRESENTS

That, I ______________________________________________, do hereby release, acquit, and forever discharge The State of Illinois, Illinois State University, its officers, employees, attorneys, representatives, insurers, and assigns, each and every person, natural or corporate, from any and all demands, causes of action and/or judgments of whatsoever nature or character, past or future, known or unknown, whether in contract or in tort, whether for personal injuries, property damage, payments, fees, expenses, accounts receivable, credits, refunds, or any other monies due or to become due, or damages of any kind or nature, which have accrued, and whether arising from common law or statute, to me, my heirs, executors, legal representatives, successors or assigns, arising out of, in any way, my participation in a Marketing internship (MKT _________) with ______________________________________ during the ______________________________Semester (_____________ to ____________________).

This release contains the entire agreement between the parties and shall be binding upon and inure to the benefits of the successors and assigns of the undersigned.

EXECUTED on this ________ day of _______________, 20______.

____________________________________
Name

____________________________________
Signature

Subscribed and sworn to before me
this ________ day of ________________, 20____

____________________________________
Notary Public