

**Illinois State University
Department of Marketing
Marketing Analytics Internship – Marketing 398.05**

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 for Registration

Please have the followings filled out and signed, and then submit the entire packet either electronically or physically to your Internship Coordinator (Dr. Gary Hunter or Dr. Chiharu Ishida)

- Academic Advisement Verification Form
- A Written Description of the Marketing Internship
- Completed and signed Employer Verification Form
- Professional Practice Health Insurance Certification
- Internship Acknowledgement Form

These forms begin on page 9 of this packet.

WHAT IS THE ISU MARKETING 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 398.05, Professional Practice: Internship/Cooperative Education in Marketing Analytics, requires junior standing. This internship is primarily for students with at least 89 hours earned and having successfully completed at least one marketing analytics 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 1 academic credit hour. This means a student needs to work 180 hours for 3 hours of academic credit and 360 hours for 6 hours of academic credit. The distribution of work makes no difference. That is, the student can work 5 weeks at 36 hours per week to get 180 hours or the student could work 10 weeks at 18 hours per week. The important thing is that the student achieves the total number of hours.

REQUIREMENTS FOR MKT 398.05

In order to register for the internship course:

1. Academic Advisement Verification Form
2. A Written Description of the Marketing Internship
3. Completed and signed Employer Verification Form
4. Professional Practice Health Insurance Certification
5. Internship Acknowledgement Form

Additionally,

1. Mid-term Progress Report
2. An Internship Log summarizing daily activities. The log must be included as an appendix of your report.
3. 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 **analytics** 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
4. 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).

It is the responsibility of the intern to make sure that all required forms are completed and returned via e-mail to the internship coordinator.

At the end of the internship, the internship coordinator will send the Employer Evaluation form 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 e-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, e-mail, 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.**
4. [Final report](#): 50 percent.
 - **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 immediately e-mail the Director of Internships if there is any change in your supervisor; submit the new name, address, e-mail, and phone number.**

MKT 398.05 Professional Practice MID-TERM PROGRESS REPORT

Intern _____ Business _____ Date _____

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)

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 398.05

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 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 marketing analytics 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 analytics career opportunities? Are you even more interested in a marketing analytics 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 analytics classes at ISU** related to your internship. Did the internship confirm what you learned in your analytics 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 Analytics Course Name and Number and Name of Professor

2nd Analytics Course Name and Number and Name of Professor

Etc.

MARKETING ANALYTICS 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:

Date	Hours worked	Tasks performed	Optional comments
August 29	8	Data visualization assignment	Fun – but not easy!
August 30	4	Data mining project meeting	
Etc., etc., etc.			
Total hours for internship	150		

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 us know what is going on. If necessary, we 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. We will probably call you to find out what is going on if we see some concern in the Mid-term Progress report.

Documents Required for Internship Registration

Instruction for Page 11 (Written Description of Internship): This form is not required if you submit a formal job description provided by your supervisor.

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.

Structure:

Marketing Analytics internships require a minimum of 50 percent of the time worked be analytics 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% Data mining of customer transactions
- 25% Data visualizations
- 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. Analytics-related duties must constitute a minimum of 50 percent of your activities

Substance:

Specifically state the Marketing Analytics topics and concepts addressed by the internship.

Supervisor:

State the qualifications of the supervisor. This does not have to be formal coursework in analytics, 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.

ACADEMIC ADVISEMENT VERIFICATION FORM

_____ (STUDENT NAME) _____ (UID #)

has met with me to discuss his/her academic plan. We have determined the appropriate internship for the student is Marketing 298.00 398.01 398.02 398.03 398.04 398.05 498.00 for _____ credit hours.

Signed: _____ Academic Adviser

Signed: _____ Student

Dated: _____

WRITTEN DESCRIPTION OF THE MARKETING ANALYTICS 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 marketing analytics related.

_____ % _____

_____ % _____

_____ % _____

_____ % _____

_____ % _____

100 % Total

Substance: Analytics topics and concepts addressed by the internship.

Supervisor:

Supervision:

Special projects:

Training:

Student Signature: _____ **Supervisor Signature:** _____

Internship Employment Verification Form
Illinois State University
Department of Marketing

Marketing 398.05 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 (student, supervisor, and internship coordinator) should retain a copy.

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. Your signature below attests to your acknowledgement and acceptance of the following statements:

I understand that any medical or dental expenses incurred while participating in the Professional Practice program are my sole responsibility not that of Illinois State University, the Board of Trustees or their agents or employees. I understand that it is my responsibility to pay any expenses which may not be covered by insurance payments made on my behalf.

I understand that if I register for nine (9) or more credit hours by the 15th day Fall/Spring I will be automatically assessed for and be included in the student group insurance plan. If I register for six (6) or more hours by the 8th day of summer session, I will automatically be assessed for and be included in the student group insurance plan. If I am register for fewer hours, I am eligible to purchase student group insurance. Payment must be received before the 15th calendar day Fall/Spring; 8th day Summer.

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. The department will retain the copy or verification along with this form that must be submitted to your department Coordinator before you will be allowed to register.

CHECK THE ONE OR ONES THAT APPLY:

_____ I will be covered for the entire period of you participation by ISU student health insurance because I (check one):

_____ (1) enrolled for sufficient credit hours to be assessed the student health insurance fee, or
_____ (2) paid the fee directly to Student Insurance Office.

_____ 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 participation.**

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

Print Name: _____ Signature: _____ Date: _____

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

Last Name		First Name		Middle Initial	
Permanent Address			Permanent Telephone Number		
Address _____			_____		
City		Zip			

Please list courses in analytics you have completed or will complete prior to the internship:

Course:

Semester taken:

PLEASE PRINT:

Intern's Name: _____

UID#: _____

ACKNOWLEDGEMENT OF RISK/EXTERNAL EXPERIENCE FOR CREDIT

The undersigned acknowledges he/she is a student at Illinois State University ("ISU"), and wishes to participate in an internship (or other external experience) at _____ (insert internship site) as a part of _____ (insert class name and number). In consideration of ISU's support of the internship, and credit to be earned as a result of my participation in this internship, the undersigned understands and acknowledges the following:

1. The undersigned certifies that he/she is capable of participating in this internship.
2. The undersigned agrees that he/she will observe the standards of conduct set forth in the ISU Student Code of Conduct and any applicable policies and/or procedures of the internship site while participating in this internship.
3. The undersigned understands that the internship will take place at a third party site that may have health and safety standards different from those at ISU, and that undersigned may be subjected to potential risks such as illness or injury. These risks may arise from causes which are many and varied and may not be foreseeable.
4. The undersigned acknowledges and understands that the third party site is not under the control of ISU and that ISU cannot ensure the appropriateness of the internship site, and that ISU makes no assurances, expressed or implied, about the safety or suitability of the site.
5. The undersigned represents that he/she will either undertake a personal investigation of the site and/or will otherwise knowingly assume any risks associated with participating in an internship at the site.
6. The undersigned will obtain and maintain health, accident, disability, hospitalization and/or travel insurance as he/she may deem necessary during the internship, and will be responsible for the costs of such insurance and for any expenses incurred that are not covered by insurance.
7. The undersigned acknowledges and agrees that ISU is not responsible for providing any automobile insurance coverage if I choose to use my personal vehicle for the benefit of the internship site while performing this internship.

I have read this acknowledgement of risk, and fully understand its terms,

SIGNATURE _____ (intern)
DATE _____ (signed)