

# UNIVERSITY of HOUSTON

## ROCKWELL CAREER CENTER

Spring 2021

### MARKETING GUIDELINES FOR INTERNSHIP ACADEMIC CREDIT

In order to receive academic credit, students must submit an internship credit form (with approval signatures from the Marketing Internship Faculty Advisor, the student's Academic Advisor, and RCC Career Counselor). Please read this document carefully as it provides general guidelines for submitting an internship academic credit request and provides information on end of semester requirements for MARK 4396.

#### Key Facts of the Course

- Enrollment in the internship course will be conducted by the Rockwell Career Center after approval by Faculty and the academic advising office. Enrollment is not done by the student through PeopleSoft
- The internship must be related to student's declared major if trying to receive credit for a "Major elective"
- The internship must have beginning & end dates along with concrete professional development objectives
- MARK 4396 carries three hours of upper level academic credit and does not affect your GPA (S/U)
- Internships must include 100+ hours of professional duties
- Internship course requires payment like any other course at the University of Houston; for exact cost of payment contact the Finance Office located in the Welcome Center
- You must write a term paper and submit to the Internship Faculty Advisor **Monday, November 30, 2020 at 5:00 PM**

#### Course Prerequisites

- Marketing majors with junior or senior standing; you must have a degree plan filed
- Students must have a 2.5 GPA at the time of course enrollment request
- Complete MARK 3336

#### Internship Academic Credit Request Approval Process

The following items **MUST** be submitted to the Rockwell Career Center by **Friday, January 15, 2021 at 5:00 PM** in order for your internship academic credit request to be processed:

<b>INTERNSHIP CREDIT WEBFORM</b>	Meet with internship employer and fill out the job duties section and have a job posting or offer letter with job description ready to upload to the website: <a href="https://www.bauer.uh.edu/InternshipAcademicCredit/">https://www.bauer.uh.edu/InternshipAcademicCredit/</a> Your academic advisor will review your submission and coordinate with the Rockwell Career Center. You should receive a response in approximately 3 business days. If this request requires immediate attention, please contact Troy Hopkins at <a href="mailto:tdhopkins@uh.edu">tdhopkins@uh.edu</a>
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Please note: We cannot process your request until the webform has been properly filled out and submitted with the required attachment. Any documents filled out incorrectly will not be processed and the student is responsible for correcting or resubmitting a new document. Thereafter, allow at least two to three days for processing.

**Holds:** Should you have a hold on your [PeopleSoft](#) account, you will not be enrolled in the internship course; the hold must be removed before you may be enrolled.

**Re-Enrollment:** If you are dropped from the course for any reason, you must email the [Rockwell Career Center](#) requesting to be re-enrolled. Students will not be re-enrolled automatically. Also, if you are dropped a second time you cannot be re-enrolled and will be ineligible for internship academic credit for the semester.

## **Term Paper**

Once approved and enrolled in MARK 4396, students are responsible for submitting a copy of the term paper to the faculty advisor by email ([partha@uh.edu](mailto:partha@uh.edu)) by the deadline of **Monday, April 26, 2021 at 5:00 PM**

### **Following are term paper requirements:**

The term paper must be ANALYTICAL, not descriptive, and should be approx. 10 pages, double spaced, 12 point font. Use your Marketing education and/or independent research to analyze some aspect of the organization or industry in which you did your internship.

For example, if you have taken courses in selling break down the company's selling process, identify where there are opportunities for improvement based on what you know from your classes (or from research you have done, including any study of best practices), and make appropriate recommendations. If you worked on a Marketing campaign, consider the strategic and tactical objectives of the campaign, assessing how well these objectives were met and the reasons for not meeting objectives, and make appropriate recommendations based on what you have learned about Marketing (or from research you have done, including any study of best practices).

You should do some form of analysis; for example, compare results with objectives, compare results with industry benchmarks, compare practices with industry best practices, compare practices with what you learned in class, make some form of comparison or analysis, and base your conclusions and recommendations on that analysis. Do not simply describe what the company does and whether you do or do not like it. Do not just tell us WHAT; tell us WHY. Show that you are analyzing the topic and can support your opinions. Analyze and have a basis for any judgments you make.

## **Contact Information**

If you have any questions regarding the internship academic credit request process please contact:

Rockwell Career Center - 2nd floor Cemo Hall  
[hirebauer@uh.edu](mailto:hirebauer@uh.edu) - (832) 842-6120

For academic questions regarding the internship course itself (i.e. term paper, grade), please contact the Marketing Internship Faculty Advisor:

Dr. Partha Krishnamurthy - Internship Faculty Advisor  
**Department of Marketing** - 385H Melcher Hall  
713-743-4576 [partha@uh.edu](mailto:partha@uh.edu)