## Major: Marketing

**School/College:** School of Business

**Website:** [http://undergrad.business.uconn.edu/majors/marketing/](http://undergrad.business.uconn.edu/majors/marketing/)

**Internship Page:** [https://marketing.business.uconn.edu/undergraduate/internships-for-credit/](https://marketing.business.uconn.edu/undergraduate/internships-for-credit/)

### Course; Grading:

MKTG 4891 / 4892; Satisfactory (S) / Unsatisfactory (U)

<table>
<thead>
<tr>
<th>Course co-requisites; Grading</th>
<th>N/A; N/A</th>
</tr>
</thead>
</table>

| Possible number of credits | Three |

| Course prerequisites | MKTG 3101/BADM 3750; Consent of instructor required. |

| Minimum class standing and GPA | Junior; 3.00/4.00 |

| Academic work requirement | Internship Role and Responsibilities, Introspection and the Internship, Host Company Evaluation, Host Company Market Analysis/Presentation |

| Can non-majors receive credit? | Yes; please see description, or contact major/department directly for possible restrictions |

| Internship is a graduation requirement for this program | No |

| Additional information | Course credit only offered during Fall, Summer Session and Winter Intersession. |

---

**Sample Internship opportunities for Marketing majors:**
- Marketing Writing
- Web Design
- Brand Ambassador
- Sales Management
- Search Analyst
- Marketing Intern
- Promotion Intern
- Business Development Intern

**Sample organizations where Marketing majors have interned:**
- Aetna
- UCONN Health
- UTC
- Y&R
- Caro Marketing
- Sirius XM Radio
- Univision
- Impact Branding and Design
- Harvard Business Publishing
- Whirlpool Corporation
- Cigna
- Travelers
- Boston Red Sox
- LL Bean
- Voya Investments
- Horizon Media
- Shire Pharmaceuticals
- Avid Marketing Group
- Boston Scientific
- Abbott Nutrition
- Enterprise
- Mass Mutual

**Ways to find an internship:**
Internships can be found on HuskyCareerLink via [www.huskycareerlink.uconn.edu](http://www.huskycareerlink.uconn.edu), or through online resources found at [www.interncoop.uconn.edu](http://www.interncoop.uconn.edu).

**For more information about internship policies in this department, please contact:**
Dr. William Ryan, Assistant Professor in-Residence
School of Business, Room 362
william.ryan@uconn.edu
860-486-5392