



**CENTER FOR  
CAREER DEVELOPMENT  
INTERNSHIPS & CO-OPS**

**Major: Marketing  
School/College: School of Business**

Website: <http://undergrad.business.uconn.edu/majors/marketing/>

Internship Page: <https://marketing.business.uconn.edu/undergraduate/internships-for-credit/>

<b>Course; Grading:</b>	MKTG 4891 / 4892; Satisfactory (S) / Unsatisfactory (U)
<b>Course co-requisites; Grading:</b>	N/A; N/A
<b>Possible number of credits:</b>	Three
<b>Course prerequisites:</b>	MKTG 3101/BADM 3750; Consent of instructor required.
<b>Minimum class standing and GPA:</b>	Junior; 3.00/4.00
<b>Academic work requirement:</b>	Internship Role and Responsibilities, Introspection and the Internship, Host Company Evaluation, Host Company Market Analysis/Presentation
<b>Can non-majors receive credit?</b>	Yes; please see description, or contact major/department directly for possible restrictions
<b>Internship is a graduation requirement for this program:</b>	No
<b>Additional information:</b>	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  
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860-486-5392

[www.interncoop.uconn.edu](http://www.interncoop.uconn.edu) / [internships@uconn.edu](mailto:internships@uconn.edu) / [careercoop@uconn.edu](mailto:careercoop@uconn.edu)  
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