Marketing and International Business Internships

An internship is an excellent way in which students and sponsoring businesses can mutually benefit. The Lee Business School (LBS) and the Marketing and International Business (MIB) Department strive to promote internships in our Marketing and International Business degree programs. An internship is an out-of-the-classroom learning experience to aid in developing skills, gain relevant work experience, and become acquainted with business professionals.

Students can use a for-credit internship (MKT 483 or IB 483) to partially fulfill either the Business requirement or the Functional Business Area requirement (but not both). To be eligible for a for-credit internship, the student must be admitted to the major, have a 3.00 UNLV GPA, and have nine credits earned in Marketing/International Business requirements or the functional area.

The Definition of an Internship for Credit

The difference between an Internship and Employment

The difference, as set forth by the Department of Labor, for purposes of determining whether or not individuals must be paid for their work, is as follows:

An individual is an "employee," and must be paid, if his or her activities benefit the company more than they benefit him or her.

An individual is an "intern," who may or may not be paid, if his or her activities benefit him or her more than they benefit the company.

For an internship to be recognized and distributed by the MIB Department it must provide financial compensation and college credit awarded through the MIB Department. Employers are encouraged to provide a competitive pay to best attract MIB students.

Other student opportunities

Basic Criteria for Credit Internship

- Mission of an internship for credit is educational
- A qualified professional is always provided on-site
- An appropriate setting with a variety of clients and professional activities is provided
- Questions regarding duties and responsibilities to be completed by interns should be directed to Department Chair or Internship Coordinator before the internship commences.

Objectives & Requirements

The main goal of the internship program is to prepare our students with the knowledge and skills required for success in business and to promote interaction of faculty and students with the business and academic communities. Internships must be designed to provide professional training not available
through classroom settings. An internship is an out-of-the-classroom learning experience to aid in developing skills, gain relevant work experience, and become acquainted with business professionals.

**Internship for Credit should:**

Provide students with:
- Opportunity to develop practical, marketable experience in their field that integrates practice with theory
- Academic credit of 3 units
- Assist students in solidifying or modifying career goals and in developing a realistic approach to the job market and become familiar with various types of employees
- Professional contacts for future job search and networking

Provide employers with:
- Personnel with current job skills and fresh creativity
- Pool of qualified applicants for on-going hiring needs

**The Process of Finding and Securing Internships for Credit**

- Internship placement is the responsibility of the student
- Final decision is between the student, host company and MIB department

A student can search for Host Company by:
- Conducting own industry research
- Contacting faculty members and/or department directors
- UNLV Career Services

**Requirements and Expectations**

**Student Expectations:**

**Eligibility**
- Admitted to Marketing/International Business Major
- 3.0 GPA or higher
- 9 Credits earned in Marketing/International Business requirements or functional area
- Approval from MIB Internship Coordinator

**Required Hours**
- Students time commitment for the internship equals the required 150 hours for three academic credits (50 hours per academic credit)
- Supervised internship hours must be obtained during the 15 weeks for Fall/Spring semester and 7.5 weeks for summer semester.
- Companies cannot require more than 20 hours per week as a condition of placement.
Maximum Credits Allowed
- Students will receive 3 credit units per semester upon successful completion of the internship.

Professional Conduct
- Students must represent the highest standard of professional behavior consistent with the values of the setting, including dress, punctuality, client contacts and interpersonal relationships.
- Students are expected to act as good-will ambassadors between the employer, the university, and the community.
- Failure to meet these standards will result in negative evaluations and/or removal from the internship setting.

Termination of Placement Before the End of a Semester
- If a student's internship is terminated for any reason, the student shall notify the MIB internship Coordinator(s) immediately in writing.
- Students note that an unsatisfactory resolution might place the semester credits in jeopardy.

Submissions:
- Written papers: mid-term report, final report and complete evaluation surveys. (See MIB Internship Coordinator(s) for details on reports and surveys)

Employer Expectations:

Responsibilities:
- Provide the intern with career-related work experiences that are sufficiently supervised and evaluated so that interns can maximize the development of skills and learning that bring together academic education with the real world of work.

- Provide the intern with a level of responsibility requiring professional competence. Extensive clerical work is an unacceptable substitute for professional experience.

- Provide a safe environment for the intern to learn.

- Assign and supervise the completion of tasks and responsibilities that are consistent with the intern's role in the company. Interns should be supervised by a professional.

- Offer an initial orientation with ongoing training and mentorship, feedback, and evaluation on a regular basis (a regular weekly meeting is suggested).

- Communicate openly with your intern.

- Review intern's reports and complete evaluation survey at the end of the semester
Scheduling and Time Commitment:

- The employer must verify that the student’s time commitment for the internship equals the required 150 hours for three academic credits (50 hours per academic credit).

- Supervised internship hours must be obtained during the 15 weeks for Fall/Spring semester and 7.5 weeks for summer semester.

- Companies cannot require more than 20 hours per week as a condition of placement.

- Understand and respect the academic calendar whereby, during midterm and final exam weeks, the intern may need to reduce work hours for intensive studying purposes.
Evaluation

The internship program is qualified for academic credit. To participate in this program, students must register for either MKT 483 (Marketing majors) or IB 483 (International Business majors). This is a 3-credit senior level course offered for Credit/No Credit. The course is designed to help students to acquire professional Marketing or International Business work experience. The internship must total 150 hours, to be completed within one semester of the date that IB 483/MKT 483 is added.

Two written papers (mid-term and final) and two evaluations (mid-term and final) will be the basis for the intern’s grade. The grade for this course is on a Credit/No Credit basis only. Satisfactory work performance is based on criteria determined by the MIB Internship Coordinator.

The company supervisor will be asked to complete two evaluation forms – one approximately four weeks into the program outlining goals and the means to accomplish these goals and the final appraisal via survey.

The intern must produce a written report to receive academic credit. Upon completing the internship, the employer will read and sign the report before the student submits it for a grade. The employer will determine if the report accurately reflects the student intern’s work performance and learning experience.

All documentation needs to be submitted within one week before the end of the semester so that the student’s grade can be submitted to the Registrar.

The MIB Internship Coordinator(s) will provide the student with details about report including information specific to the student’s internship. The Internship Coordinator(s) and employer will evaluate the report.

Application Process

Student Application Process:

☐ Complete, and submit, MIB preapproval form

☐ Make an appointment with the MIB internship coordinator to discuss possible positions about which she or he may know. You may also investigate positions on your own and ask the coordinator about its potential use as an internship course.

☐ Apply and interview with the potential employer.

☐ Student obtains detailed job description on company letterhead, supervisor’s resume/contact information, and the employer application form. Return information to Internship Coordinator.

☐ Student's internship coordinator assesses internship, making final decision on the
merits of the internship in place of traditional Marketing/International Business coursework.

☐ After approval and signatures have been obtained, the student may register in MyUNLV for the Internship class (MKT 483 or IB 483) and pay the class fee. The deadline for each semester is the same as for adding a class. Internships will not be registered without the approval of the student’s academic department chair.

☐ The intern must produce the required written reports to receive academic credit. Upon completing the internship, the employer will read and sign the final report before the student submits it for evaluation. The employer will determine if the report accurately reflects the student intern’s work performance and learning experience.

Employer Application Process:

☐ Outline the intern’s job description, duties, and responsibilities on company letterhead as related to the student’s field of study. The employer agrees that throughout the entire internship program, the student is expected to complete what is described in the internship duty letter.

☐ Employer will submit the supervisor’s resume (or equivalent qualifying document)

☐ Submit the completed and signed Employer Internship Application Form