

Marketing Intern Frequently Asked Questions (FAQs)

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A. Obtaining an Approved Marketing Internship

FAQ-1. Who do I contact to apply for a paid marketing internship? Do I have to register for credit?

IF YOU MEET THE ELIGIBILITY REQUIREMENTS below, email marketing-CBPA@wcupa.edu and include your name, ID#, and phone number in the text of the e-mail to request an internship application. Complete the application and submit it along with a resume to the Marketing Department Office, Anderson Hall Rm-312. Your application will be reviewed and you will be contacted by one of the internship instructors or the department chair regarding the next step in the process.

FAQ-2. What are the **eligibility requirements** for marketing internships?

1. Officially matriculated into Marketing or one of the other business majors
2. Completion of MKT-325 with a grade of "C" or better
3. Minimum CUM GPA of 2.50

4. In good standing within the College of Business (i.e., not on probation)

FAQ-3. Who hires Paid Marketing Interns from West Chester University (WCU)?

Students have completed internships with several employers in the regional area. Most students will need to complete an internship during the summer. The department can only accommodate a limited number of internship students during the regular academic year (9 students per semester). Hiring organizations are posted in a D2L site set up for prospective interns. Once a student is determined to be eligible (see FAQ-2) and has submitted an internship application and resume to the Marketing Department, the student will be given access to the D2L site and can begin the process of applying with individual employers.

FAQ-4. What criteria determine if a position qualifies for marketing internship credit?

There are four criteria:

1. Minimum number of work hours -- 180 hours work for 3 semester credit hours; 360 hours work for 6 semester credit hours.
2. Marketing supervision -- intern must be directly supervised by a manager responsible for marketing functions (although he/she need not need have to have the word "marketing" in their title).
3. Approved marketing content – This will be determined by the instructor of the internship course. Examples of positions generally *not* approved for internship credit include retail store sales clerk type positions, and inbound telemarketing (outbound positions may be approved if combined with other marketing work or exposure).
4. You may not work for a relative -- either directly or indirectly, nor in any organization in which a relative is a supervisor, principal, senior executive, partner, major shareholder, or sole proprietor.

FAQ-5. Can I intern at an organization NOT listed in the WCU Marketing Intern database?

Yes, many students intern with employers or organizations that they know of or find, based on their interests. Contact the course instructor or department chair to discuss a specific site. If the position appears to qualify as an internship, you will be asked to obtain the following information from your prospective employer:

1. Organizational description
2. Position description
3. Supervisor's contact information
4. Hiring letter – see documentation requirements file on D2L
5. Set of employment objectives (3-4 measurable objectives that you will complete during the internship) – due at start if you have already been working for the company, otherwise due end of week 4 after start of internship

B Marketing Intern Credits and Grading

FAQ-7 How do internship credits count toward graduation? All business majors may count up to 6 intern credits toward graduation. Internship credits may be counted as either *business elective credits* for all business majors, and/or up to three intern credits may be used to satisfy the requirement for *300-400 level additional marketing credits* for marketing majors. Intern credits may also be used as *free elective credits* provided at least 9 free elective credits of your total credits are non-business course free elective credits.

FAQ-8. Are there a maximum number of intern credits I can register for during a semester? In addition to the

College of Business policy, which limits the number of internship credits that may be counted toward graduation to six, the Marketing Dept. policy for maximum intern credit registration within a semester also applies:

Summer: Up to 6 credits total. Either a section of MKT460 (3 credits) in both Summer Session I *and* Summer session II **OR** MKT461 (6 credits) in either Summer Session I or Summer Session II.

Fall or Spring Semester: 6-credit internships will be approved only if total semester credit hours do not exceed 15 hours including the 6-credit internship. (Note: Most internships will only be approved for the summer, because of the limited number of internships available during the regular academic year.

FAQ-9. Can I receive internship credit for work performed in the past? No, it is not possible to receive academic credit for previous hours that were completed in the past. No back-dating hours.

C. Marketing Intern Grading, Pay, and Work Hours

FAQ-10 Are internships graded? Yes. The course instructor determines grades following a review of ALL the required documentation from the intern and employer (i.e., pre-hire resume and application, hiring letter, week 3 objectives, end-of-internship experience summary, updated resume, employer's evaluation, and the optional employer's letter of recommendation). Summer interns usually receive an "IP" (In Progress) as a grade until internship hours have been completed and all required documentation has been submitted and reviewed by the course instructor.

FAQ-11. Are marketing interns paid? *Yes, paid internships are preferred.* Pay varies by industry and position skill requirements. During the summer of 2012, most interns earned around \$13.00 to \$15 per hour. The department encourages students to only seek paid internship positions. Additional documentation (WCU affiliation agreement and proof of personal liability insurance) is required from the employer/organization when the position is unpaid.

FAQ-12. What work hours do employers require? Most employers are very flexible in helping you meet your required minimum of 180 or 360 work hours. The most important thing is that you and your employer agree to a schedule in advance, and that you meet whatever commitment you make. Three credit interns during fall and spring semester require an average of approximately 13 hours per week for 14 weeks to achieve the 180-hour minimum -- usually 2 days per week. During the summer many interns work 30 to 40 hours per week

D. Marketing Intern Hiring Criteria

FAQ-13. What traits and skills do employers want most? All employers want bright, energetic, enthusiastic, personable, and hard working interns. Solid public speaking and writing skills are also very much in demand. Finally, many employers may be looking for someone who will fit into the organization and its culture as future full time hires.

FAQ-14. How and when should I start the interviewing process? After your eligibility is confirmed by, you should e-mail your resume to the primary point of contact at the company of interest (and/or to someone you know at the company). In your cover letter or e-mail cover note, be sure to let the employer know that you are interested in an internship to begin on or after (provide date). Also, mention why you want to work in the industry and for their organization in particular. Finally tell them why you are a superior

candidate for the position. Follow-up with a telephone call to request an interview (mention that you will be doing this in your cover letter). DO NOT leave it up to the employer to initiate the call to you. The best time to start interviewing is now – you never know when companies are hiring (even the companies often do not know). To earn internship credits you must be hired and registered by the end of the drop add period for the given semester of interest. Therefore, you should usually start interviewing about 4 weeks prior to the beginning of the semester. In other words, you should plan to begin interviewing by mid-April to start a summer internship in mid-May or June. Prospective fall interns should plan to interview in early August. Prospective spring interns should plan to interview in November and start work over break or when the semester begins in mid-January.

E. Marketing Intern Registration and Tuition Payment

FAQ-15. Do I register myself via MyWCU? No -- As soon as you have received a letter of intent to hire from the employer/organization, send a copy of the letter with your name, ID#, telephone number(s), the semester or summer session for which you want to register, and the number of credits for which you are applying to the department chair.

FAQ-16. Do I pay for internship credits? Yes, you pay to register for internship credits just like any other course. However, unlike other courses you are registered for the course (either MKT460 or MKT461) by the Marketing Department Chairperson, as explained in FAQ-15 above.

FAQ-17. If I receive an internship can I drop other courses I was planning to take?

Students frequently drop a 300-400 level marketing course they were planning to take in the fall if they receive a summer internship. You are encouraged to meet with your academic advisor before you drop a course, to insure that you no longer need the course to satisfy a graduation requirement. Remember, internship credits may satisfy only three of the six 300-400 level MKT course credits required. Another three credits of internship may be applied elsewhere toward graduation (i.e., as business or free elective).

FAQ-18 Do I need to verify my registration?

YES, YOU MUST CHECK MY-WCU within a few days after your request for registration to verify the accuracy of your registration. Additionally, you must notify the WCU Bursar's Office if needed to ensure you are not purged for non-payment.