

## *Project Description/Rationale/History*

Missouri marketing education teachers have expressed a need for an up-to-date manual on the internship program, especially given the benefit it would provide for teachers new to Marketing Education. This document, the Supervised Marketing Education Employment Program Manual (Marketing Internship Manual), was created by marketing teachers from schools around Missouri who have successfully lead internship programs in marketing education. This manual is designed to serve as a valuable resource for marketing education teachers who include internships as part of their program. The examples included in this manual are meant to be modified and utilized by teachers to begin or strengthen their Marketing Internship programs. Keep in mind that these examples are just that: examples; review, tailor, and use these examples as best suits your school's marketing internship program.

# Supervised Marketing Education Employment (Marketing Internship) Course Overview

## *Mission*

The supervised marketing education employment program (hereafter referred to as the marketing internship program) prepares students for success in postsecondary studies and the workplace.

## *Purpose*

A rigorous, progressive course of study must be both academic and practical. The marketing education internship is an essential component in a program of study that builds on core academic instruction, marketing-specific content knowledge and skills, and contextual on-the-job training.

## *Program Goals*

The marketing education internship program strives to:

- Prepare students for postsecondary studies and the workplace through contextual learning and on-the-job training
- Impact personal growth and development of interpersonal skills that contribute to life-long success
- Establish a network of business leaders and employers to work collaboratively with the educational community to achieve stakeholders' mutual goals

## *Marketing Internship Rationale*

The marketing education internship program provides a variety of classroom learning experiences, supervised on-the-job training, and student career-technical organization activities designed to increase student skills and impact success in postsecondary studies and the workplace. Benefits to stakeholders include the following:

### **Students**

- Obtain quality employment in a supervised environment
- Benefit from contact with adult role models
- Increase their marketable employment skills

### **Classrooms and Schools**

- Retain/graduate increased numbers of students
- Develop a network of supportive stakeholders
- Strengthen linkages to postsecondary education and the community

### **Employers**

- Build a trained workforce
- Strengthen linkages to the school and the community
- Participate in a network of stakeholders

## *Marketing Education Internship Policies and Procedures*

The marketing education internship program offers students contextual learning that combines classroom instruction, cooperative work experience, and activities in student career-technical organizations. The program structure incorporates all three integral components to teach the core curriculum in the context of real life experiences, and to provide the opportunity for students to grow both professionally and personally. Students concurrently enrolled in a marketing education course qualify for placement in internship positions that contribute directly to the attainment of the technical skills in the field of marketing.

## *Marketing Internship Student Qualifications*

Marketing Education offers an internship program that combines marketing curriculum in the classroom with on the job, marketing career development at an approved training station for one or two credits. Students interested in enrolling in the marketing education internship program should contact the school counselor or marketing instructor to obtain an application.

To be accepted into the marketing education internship program, a candidate must:

1. Identify a marketing-related career goal.
2. Meet graduation requirements/enroll in required courses.
3. Earn credits to attain upper class status.
4. Arrange for transportation to and from work.
5. Understand that participation requires being employed in the same training station for the duration of the school year.
6. Realize that a training station is an extension of the total school program and falls under the jurisdiction of school policies while at work.
7. Understand a qualified employment training station must provide:
  - a. a supervisor who is not a relative
  - b. a minimum of 10 hours of work per week
  - c. employment free of legal harm
  - d. employment that is related to the field of marketing
  - e. pay that includes the deduction of taxes
8. Have a parent's approval to enter the internship program.
9. Complete, sign and return an application.
10. Complete a personal interview with the internship instructor.

To maintain continuous enrollment, a student must:

1. Join and participate in DECA, an association of marketing students.
2. Maintain attendance in all classes according to school policy.
3. Maintain passing grades in both marketing class and marketing internship.
4. Complete all internship program forms, work records, hours worked and schedules, IMPs, paycheck stub verification forms and other required assignments for granting of internship credit.

## *Sample Course Syllabus*

### **MARKETING EDUCATION**

### **MARKETING INTERNSHIP SYLLABUS**

Teacher's Name

Classroom Location

School phone

e-mail

### **WELCOME to the World of Marketing and Internship!**

You will be studying marketing in the classroom while earning practical and real-world training in the workplace. You will also have the opportunity to participate in DECA, an association for marketing students. DECA offers you a chance to show off what you learn and earn recognition for your hard work. We will fill your senior year with learning, travel, and exciting activities. If you follow the policies for this program you will have many opportunities for learning, success, recognition, and fun! I am pleased to have you as part of this program and look forward to our journey together.

### **VISION**

The marketing education internship program is dedicated to developing competent workers, to assisting in the improvement of workplace practices, and to the preparation of students in assuming roles as responsible and productive members of society.

### **COURSE DESCRIPTION**

The marketing education internship is a unique program that combines classroom instruction, cooperative work experience, and student activities in DECA. The program is structured to include all three integral components to teach the core curriculum in the context of real life experiences, and to provide the opportunity for students to grow both professionally and personally. Students are placed in employment that directly contributes to the development of the competencies necessary for successful employment in the field of marketing. The student must be concurrently enrolled in a marketing course to be accepted into the program.

## *Sample Course Syllabus*

### **ESSENTIAL OBJECTIVES**

1. Plan for, develop, seek, and apply for employment opportunities.
2. Apply an understanding of economic principles to workplace situations.
3. Work well both as an individual and on a team and with people who have diverse backgrounds.
4. Apply an understanding of social, organizational, and technological systems to improve workplace situations.
5. Demonstrate individual responsibility, integrity, and ethical behavior.
6. Assess the risks and rewards associated with entrepreneurship.
7. Recognize the importance of life-long learning.
8. Demonstrate occupational competence.

### **MATERIALS/BOOKS**

We will use a variety of materials in this course, including the \_\_\_[title]\_\_\_ text. This will be checked out to you at the beginning of the year. You will need to bring your text to class, along with paper and a writing instrument each day, unless otherwise instructed. We will use the book as an instructional resource, so it is important to be ready for any instruction or activity. Your test should be returned in good condition at the end of the school year.

### **TEACHER EXPECTATIONS:**

1. Do the right thing.
2. Do your best.
3. Treat others as you want to be treated.
4. Believe in yourself.
5. Care about other people, and show it.
6. If you make a mistake, learn from it and move on.
7. Value individuals and their differences.
8. Be positive, good attitudes are contagious!
9. Be polite and respectful.
10. Contribute, communicate, and ask questions.
11. Be honest, always.
12. Have fun!

## **GENERAL INTERNSHIP GUIDELINES**

1. It is not your right to be in this program; it is your privilege. Please be respectful of your position in this program.
2. Please remember to behave with integrity both at school and on the job. You are a representative of our program.
3. Being enrolled in internship will not excuse you from any other classes or responsibilities to other teachers, including tutorial.
4. When you are dismissed from the building, please leave the building. Do not loiter in the halls, or use your position to bring lunch back for friends, disrupt other classes or teachers, etc.
5. It is your responsibility to drive appropriately and obey traffic laws while on both school and work property.
6. It is your responsibility to be at all required internship meetings.
7. If you are unsure about your responsibilities or the proper procedures, ask the instructor.
8. Understand that the instructor has a responsibility to the employer as well as the student. Do not put the instructor or other students in a compromising position.
9. Falsifying documents will result in failure of the internship program.
10. Being terminated or quitting employment FOR ANY REASON without discussing it with the instructor will result in failure of internship.

## **MARKETING INTERNSHIP EMPLOYMENT POLICY**

All internship students must have approved marketing employment prior to the school year. If you do not have approved marketing employment within one week from the first day of school, you will be dropped from the program. Employment must be related to the core competencies of the program. You must earn wages, and pay taxes on your earned wages. Your employment must be with a business that conforms to federal, state, and local laws and regulations. You are required to work at least an average of 10 hours per week, document your work hours with official employment records and a copy of your pay check stubs.

## *Sample Course Syllabus*

### **ATTENDANCE POLICY**

Attendance is an essential part of our success as a marketing education internship program. You owe it to yourself and your employer to be in attendance every day, as you have committed to the program. However, sometimes absence is unavoidable. It is your responsibility to request time off work and inform the instructor if you know you will be absent. If you become ill or have another unexpected absence, it is your responsibility to inform the instructor and your employer (within 2 hours of the work shift) immediately. Since work and school are one in the same in this program, you cannot attend work on days you do not attend school, otherwise you are considered truant. If you miss more than 8 unexcused days during the semester, you will not be eligible for a marketing vocational certificate for the course. Attendance will also affect your grade, as you cannot make up participation points, or hours worked. If an extenuating circumstance arises, such as the need for hospitalization, please discuss this with the instructor.

### **HOMEWORK POLICY**

We will have homework on a regular basis. Homework is an essential part of practicing what we learn, so it is always important to complete all homework neatly and on time. Homework will be evaluated and returned to you in a timely manner. You should keep all of your homework and internship records. Homework assigned will be due at the beginning of the period. I do not accept late homework, however, I will always give you adequate time and resources to complete it. If you know you are going to be on a fieldtrip or activity for another class, it is your responsibility to make arrangements for your homework before your activity. If you are excused absent for illness or another reason, it is your responsibility to get your homework upon your return, and complete it within the assigned timeframe.

### **ASSESSMENT AND GRADING**

The marketing education internship provides many opportunities to assess students' abilities. In the classroom these include the traditional testing methods, individual and team projects, research and written papers, simulation and demonstration, and innovative methods based upon technology such as videotaping, computer based projects, and distance learning. The opportunities to assess student knowledge and skills on the job can present themselves through the normal assigned duties of the student, and through planned activities conducted on the job at the direction of the teacher with the cooperation of the student's supervisor. These assessments may be conducted by the teacher, by the supervisor, by the student, or by a combined effort of all three.



## *Sample Course Syllabus*

Everyone in the program starts with a 100%; congratulations you have an A, but what you do with it is up to you! A variety of learning samples and scores will be included in your final grade, including homework, quizzes, tests, projects, participation points, internship documents, and employer evaluations. All samples will be assigned points, where tests and project points are worth substantially more than homework points. You will earn 5 points per day if you are present and you participate. You will not earn points for sleeping, behaving inappropriately, or being disrespectful to anyone in the class, including guests. The number of points earned divided by the total number of points possible will present a percentage for your final grade. Mastery of unit objectives (80%) will only be assessed by tests and projects.

Grades will be issued for the classroom component, and the internship component. You cannot receive credit for marketing internship without providing the proper employment documentation and records. You can not receive internship credit if you fail the classroom component of the program. Your internship grade will also be reduced if you have a write up, a supervisor complaint from your employer, or a no-call no-show at work.

### **GRADING SCALE**

A = 95-100%	C+ = 77-79%
A- = 90-94%	C = 73-76%
B+ = 87-89%	C- = 70-72%
B = 83-86%	D+ = 67-69%
B- = 80-82%	D = 63-66%
	D- = 60-62%
	F = 59% and below