

## INTERNSHIP LEARNING AGREEMENT

This agreement must be completed and approved by all parties prior to the student registering for internship credits.

### STUDENT INFORMATION

Name: \_\_\_\_\_ ID #: \_\_\_\_\_  
Major: \_\_\_\_\_ Minor: \_\_\_\_\_  
Your address while on the internship: \_\_\_\_\_ Email: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
\_\_\_\_\_

### INTERNSHIP SITE INFORMATION

Supervisor's Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
Internship Company/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Internship Starting Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_  
Hours per week on Internship: \_\_\_\_\_ Compensation/Wages: \_\_\_\_\_  
Other Compensation/Reimbursement (meals, travel, lodging): \_\_\_\_\_

### INTERNSHIP TASKS/DUTIES

Marketing interns are expected to perform tasks that will help them develop their communications, interpersonal, analytical, and technical/marketing-based skills. For each of the skill categories listed below, provide a **detailed description of the tasks/duties to be performed** by the intern during his/her internship. *Attach a separate piece of paper.*

#### Tasks/Duties relevant to developing:

- 1. Communication Skills** (e.g., preparing a written report, making an oral presentation, utilizing multi-media, etc.)
- 2. Interpersonal Skills** (e.g., participating in a group-based activity, dealing with a client, customer, and/or other member of the channel of distribution, supervising others, etc.)
- 3. Analytical Skills** (e.g., analyzing company financial data, conducting a SWOT analysis, researching a competitor, etc.)
- 4. Technical/Marketing-based Skills** (e.g., identifying and solving a marketing business problem, developing a promotional plan, designing a survey instrument, prospecting potential customers, making a sales presentation, etc.)

### FACULTY/ADMINISTRATION

Faculty Coordinator: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

MKTG 498 (Marketing Internship) credits to be earned: \_\_\_\_\_ credits Semester/Year: \_\_\_\_\_

#### Academic requirements (check all that apply):

- \_\_\_\_ Marketing/Promotional Plan (or other relevant plan), consistent with internship duties (15- to 25-page document, plus appendices)  
\_\_\_\_ 5-page typewritten narrative of the internship experience  
\_\_\_\_ Term paper (specify topic): \_\_\_\_\_  
\_\_\_\_ Journal/diary

DUE BY: \_\_\_\_\_

(see back of this page for signatures)

## SIGNATURES

As parties to the Agreement, we have accepted the responsibilities as stated on this form.

For Employer/Supervisor: I have discussed the internship and this agreement with the student. I agree to supervise the intern and provide an orientation concerning organizational policies, procedures, and functions, and meet regularly with the intern. I agree to conduct an evaluation of the student and to participate in a site visit or conference call with the student and WSU Internship Faculty Coordinator.

Student: \_\_\_\_\_ (Signature/date)      Employer/Supervisor: \_\_\_\_\_ (Signature/date)

Faculty Coordinator: \_\_\_\_\_ (Signature/date)      Department Chair: \_\_\_\_\_ (Signature/date)