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:____________________________________________
______________________________________________________

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): ________________________________ DUE BY: __________________________
____ Journal/diary (see back of this page for 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: ____________________________  Employer/Supervisor: ____________________________
(Signature/date)                             (Signature/date)

Faculty Coordinator: ____________________________  Department Chair: ____________________________
(Signature/date)                             (Signature/date)