MARKETING GUIDELINES FOR INTERNSHIP ACADEMIC CREDIT

In order to receive academic credit, students must submit an internship credit form (with approval signatures from the Marketing Internship Faculty Advisor, the student's Academic Advisor, and RCC Career Counselor). Please read this document carefully as it provides general guidelines for submitting an internship academic credit request and provides information on end of semester requirements for MARK 4396.

Key Facts of the Course

• Enrollment in the internship course will be conducted by the Rockwell Career Center after approval by Faculty and the academic advising office. Enrollment is not done by the student through PeopleSoft
• The internship must be related to student’s declared major if trying to receive credit for a “Major elective”
• The internship must have beginning & end dates along with concrete professional development objectives
• MARK 4396 carries three hours of upper level academic credit and does not affect your GPA (S/U)
• Internships must include 100+ hours of professional duties
• Internship course requires payment like any other course at the University of Houston; for exact cost of payment contact the Finance Office located in the Welcome Center
• You must write a term paper and submit to the Internship Faculty Advisor by Monday, May 4, 2015

Course Prerequisites

• Marketing majors with junior or senior standing; you must have a degree plan filed
• Students must have a 2.5 GPA at the time of course enrollment request
• Complete MARK 3336

Internship Academic Credit Request Approval Process

A hardcopy of the following items MUST be submitted to the Rockwell Career Center by Friday, January 16, 2015 at 5:00PM in order for your internship academic credit request to be processed:

| INTERNSHIP CREDIT FORM | • Meet with Academic Advisor and fill out relevant section
| EMPLOYMENT AGREEMENT FORM & DEPT OF LABOR FACT SHEET | • Get Lauren Ford’s approval signature on this form (attach a copy of job posting or detailed offer letter first) for credit approval
| • Submit documents to Lauren Ford at the Rockwell Career Center
| JOB POSTING/DESCRIPTION | • Meet with internship employer and complete this form together
| RESUME | • Submit the job posting/description for your internship
| • Submit documents to Lauren Ford at the Rockwell Career Center
| • Submit your most recent resume

Please note: We cannot process your request until a hard copy of all documents have been properly filled out and submitted. Any documents filled out incorrectly will not be processed and the student is responsible for correcting/resubmitting a new document. Thereafter, allow at least two to three days for processing.

Holds: Should you have a hold on your PeopleSoft account, you will not be enrolled in the internship course; the hold must be removed before you may be enrolled.

MARK 4396 Internship Academic Credit for Spring 2015

Rockwell Career Center
**Re-Enrollment**: If you are dropped from the course for any reason, you must email Lauren Ford, Marketing Career Counselor, requesting to be re-enrolled. Students will not be re-enrolled automatically. Also, if you are dropped a second time you cannot be re-enrolled and will be ineligible for internship academic credit for the semester.

**Term Paper**
Once approved and enrolled in MARK 4396, students are responsible for submitting a hard copy of the term paper to the faculty advisor by **Monday, May 4, 2015**. Email submissions will not be allowed and the term paper can be dropped off at the Faculty Advisor’s mailbox.

Following are term paper requirements:

<table>
<thead>
<tr>
<th>Bauer Career Gateway Requirements</th>
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<tr>
<td><strong>Complete the following two items by Monday, May 4, 2015:</strong></td>
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<tr>
<th><strong>INTERNSHIP INSIGHTS</strong></th>
<th>The survey will be emailed to the student in the middle of the internship term. Please be sure that your email is correct on your forms.</th>
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<tbody>
<tr>
<td><strong>EMPLOYER EVALUATION</strong></td>
<td>The internship supervisor must complete this evaluation via email. Please be sure that the supervisor's email is correct on ALL of the forms you submit to the Rockwell Career Center.</td>
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**Contact Information**
If you have any questions regarding the internship academic credit request process please contact:

Lauren Ford | Entrepreneurship Career Counselor  
Rockwell Career Center - 233 Cemo Hall  
[lnford@bauer.uh.edu](mailto:lnford@bauer.uh.edu) - (832) 842-7143

For academic questions regarding the internship course itself (i.e. term paper, grade), please contact the Marketing Internship Faculty Advisor:

Dr. Partha Krishnamurthy - Internship Faculty Advisor  
**Department of Marketing** - 375G Melcher Hall  
713-743-4576  [partha@uh.edu](mailto:partha@uh.edu)