INTERNSHIP SYLLABUS

ENTR 344; MGMT 344; MKTG 344

Spring Semester 2022

Instructor: John M. McGrath, Ph.D.
Office: 330 J.C. Long Building
Hours: M-F 12:00 noon-12:50 p.m.
       TTH 10:00 a.m.- 12 noon
       (other times by appointment)
Office phone: (843) 953-6565
e-mail: mcgrathjm@cofc.edu

Class times/locations: variable by internship location

Prerequisites:

ENTR 344: 2.0+ GPA, junior standing, completed 6 credit hours of ENTR coursework, or permission by Instructor, a declared major in the School of Business,

MGMT 344: 2.0+ GPA, junior standing, completed 6 credit hours of MGMT coursework, or permission by Instructor, a declared major in the School of Business,

MKTG 344: 2.0+ GPA, junior standing, completed 6 credit hours of MKTG coursework, or permission by Instructor, a declared major in the School of Business,

Course Description
An internship is a supplemental source of learning and enhancement to the student’s academic program and career objectives through experiential education engaging the student in a unique three-way partnership between an approved agency and the school. The learning experience will be guided by a learning contract outlining specific work and academic components. A maximum of three hours of credit will be awarded.

Learning Objectives
The purpose of an academic credit internship is two-fold:

1) You will be performing tasks for internship host and learning about the field in a “real world” setting.
2) In addition to this experience, there also is an academic component that requires intellectual study of the field. An internship is a supervised learning experience guided by your Learning Contract that requires reflection of the correlation between the theory you have studied in the classroom and practice and application of the theory in a professional environment. To this end, there are specific academic requirements associated with the internship, and it is your responsibility to fulfill these requirements according to the deadlines established by the School of Business and your faculty coordinator. Simply performing well on the job will not guarantee you an “A” for the internship.

Organization and Format
Please note that this is a self-directed course of study designed to help prepare you for the professional world. Since your internship experience will take place outside the walls of the College, you will be expected to abide by the professional standards and responsibilities of the business world. For example, you will not be reminded of assignment deadlines. It is your responsibility to abide by the dates set forth in this Syllabus and on OAKS. It is your responsibility to follow up with your experience provider to ensure your evaluations are submitted by deadline. It is your responsibility to plan ahead for the executive interview to ensure you meet the deadline. Executives are busy, so do not wait until the last minute, or he/she may not have time to see you. It is recommended that an appointment with them be set. Your grade is based on the academic work you are submitting in addition your work experience, so do not discount the importance of submitting your work in on time and presenting your work in a professional manner.
A minimum of 120 hours of on-site or virtual work is required. Your final grade will be affected for early termination of your internship. Time spent on journal entries, etc. does not count towards the 120 hours. Ideally, you will spend a minimum of 12 weeks on-site (8 weeks during the summer) and work at least 10-12 hours per week (15 hours in the summer) with your experience provider. You may not work three 40-hour weeks. The purpose of spreading the internship over a semester is to give you an idea of the workflow in the field. End-of-year tasks, for example, are often quite different from the work you will be doing at the beginning of the semester. Also, please note that work conducted prior to the official beginning of your internship, as specified on your Learning Contract, will not count toward the 120 hour minimum requirement.

Satisfactory completion of each of the assignments noted below is the basis for earning grade and college credit for the internship. You will receive points for each of the assignments/work products. Each is to be submitted OAKS portal by 12 midnight on the due date.

1. Internship Kickoff meeting with John McGrath (during 1st two weeks of internship): Please bring your resume to the meeting. We will review expectations, communication protocol, and professional expectations.

2. Weekly Journals: Students are required to keep a weekly journal identifying course concepts as applied in the workplace. The journal must be typed and submitted via OAKS by midnight on Mondays, beginning January 24.

   - See the attached detailed checklist and follow it carefully. Each late entry will receive a 1-point deduction.
   - Important note: Please submit your journals comprehensively with the most recent week’s entry as the first entry in the document, followed by the previous weeks’ submissions. By the end of the semester, you should have one comprehensive journal entry document with all your entries included.

3. Industry Situation Analysis: Students will submit a 3-page industry situation analysis which includes information on the size and profitability of the industry, and other key aspects of how your host organization operates in relation to the industry (see attached detailed checklist and follow it carefully). The analysis must be submitted to the course instructor via OAKS for the course no later than midnight on Friday, February 4.

4. Executive Interview Summary: Students will interview a senior-level manager about the individual’s career path and professional development. Students will summarize the interview in a 1-page document submitted to the course instructor via OAKS no later than midnight on Friday, February 18.

5. Mid-Term Analysis: During the final week of February, please meet with your internship host supervisor for approximately 20-30 minutes to interview them about the internship and your performance. You should specifically ask them about how well you are meeting their expectations so far in the internship, and report this in detail in your analysis. You should also discuss specific ways that your supervisor could improve your experience for the remaining weeks of the internship, and report these in detail in your analysis. Please keep in mind this is different from the Executive Interview Summary that may or may not be with your direct supervisor. This assignment is designed to focus on your performance in the internship while the focus of the Executive Interview Summary is the senior-level manager’s career path. Please submit a 1-page report summarizing the meeting via the OAKS drop-box for the course no later than midnight on Friday, March 4.

6. Reflection Report: Using your daily work journal entries & initial learning contract write a comprehensive reflection of your internship experience including incorporating academic principles you have learned in your School of Business courses, concepts and theories to the analysis of events and/or observation made during the internship followed by specific recommendations on how to improve the workplace/management of the work place in accordance with best management practices. The analysis and recommendations must be grounded, meaning properly documented and cited references (such as the Wall Street Journal and other sources) to substantiate evidence or validation of best practices (see attached detailed checklist and follow it carefully). The report must have a maximum of 5-pages or presentation slides, not including title page/slide and appendices, and must be submitted via OAKS by midnight on Friday, April 15.

7. Job Performance Evaluations: Job performance feedback is important to help you grow and develop practical career-related experience. The Student Success Center internship coordinator will contact your internship host to complete two evaluations of your performance. The first will be completed online at mid-term, and the second will also be completed online closer to the end of the semester via SkillSurvey as part of your course grade. Typically, the internship host will review the evaluation with you.
Graded Assignments
The assignments described above will be graded according to the following parameters:

1) Kickoff Meeting with John McGrath 10% Must occur during the first 2 weeks of the semester
2) Weekly Journals 30% Due every Monday from Jan. 24, 2022 at midnight
3) Industry Analysis 10% Due Friday, Feb. 4, 2022 at midnight
4) Executive Interview Summary 15% Due Friday, Feb. 18, 2022 at midnight
5) Mid-Term Analysis 5% Due Friday, March 4, 2022 at midnight
6) Reflection Report 20% Due from host at mid-term, and end of semester (coordinated by Student Success Center)
7) Job Performance Evaluations 10% Due from host at mid-term, and end of semester

Total 100%

Grade Scale
To determine your final letter grade for the course, simply add up the points you earn from the above projects and compare them with the grade scale below:

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<th>Grade</th>
<th>Points</th>
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Extra Credit
Extra credit opportunities are not built into the grading of internships. Your primary focus should be on earning the best possible grade on each project. As in the real world, students will be rewarded for “doing it right the first time.”

Writing Assistance
If you require any assistance on written assignments required in the internship, please contact the College Skills Writing Lab and Speaking/Presentation Lab located in the in the Center for Student Learning (Addlestone Library, first floor). Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/.

STUDENT EXPECTATIONS
You should expect that you will learn the following things before you end your internship:
- How to interact with business professionals in an industry setting
- Appropriate ways to interact, dress and perform your duties in a professional setting
- Professional ways of communicating verbally and in writing
- How the setting and management of your organization compares with expectations from your academic career
- Whether you are interested in pursuing a career in the professional field of your internship—or not

INSTRUCTOR’S EXPECTATIONS

Communications with Instructor
All communications with the instructor will take place in person during office hours, or via email. All emails must follow professional standards, including a subject line and the use of complete sentences. I will strive to return your email within 24-48 hours, as in the real world, and I will expect you to do the same.

Assignments
Late submission of any assignments will result in a late penalty that will adversely affect your grade for the internship.

Honesty Policy
Honor Code: The College Honor Code will guide the behavior of each student. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/generaldocuments/handbook.pdf. Special Note: Misrepresenting the work you are doing with your Experience Provider in journal entries, final papers, etc. equates to academic dishonesty. Such cases will be brought before the Honor Board.

Site Visit
During your internship, the School may make arrangements with your experience provider for a site visit to observe your internship environment.
Issues
It rarely happens, but sometimes there are “issues” associated with internships. This could range from experience providers using the intern as a “go-fer” versus providing a good learning experience to personality conflicts or sexual harassment. If at any time you have an issue with the internship, contact your faculty supervisor as soon as possible.

OAKS
OAKS, including Gradebook, will be used for this internship throughout the semester to provide the syllabus and materials and grades for each assignment, which will be regularly posted. Students are responsible for checking the accuracy of their grades on OAKS, and must bring any discrepancy to the attention of the faculty supervisor prior to the last day of the academic semester. Once grades are submitted, changes will not be made to OAKS records, and therefore no change will be made to your grade.

Students with Disabilities
Students approved for SNAP Services should meet with me after class or during my office hours during the first two weeks of classes or as soon as they are approved for services to discuss accommodations and present a copy of their SNAP-issued Professor Notification Letter (PNL). The College and I will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104.

Inclement Weather /Emergency Preparation
If the College closes and members of the community are evacuated due to inclement weather, students are responsible for taking materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

SCHOOL OF BUSINESS EXPECTATIONS

Through the successful completion of this internship, the student will address the following School of Business Learning Goals:

1) Communication Skills: Students demonstrate the ability, both written and spoken, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

2) Quantitative Fluency: Students demonstrate competency in logical reasoning and data analysis skills.

3) Global and Civic Responsibility: Students able to identify and define social, ethical, environmental, and economic challenges at local, national, and international levels. Students also be able to integrate knowledge and skills in addressing these issues.

4) Intellectual Innovation and Creativity: Students demonstrate their resourcefulness and originality in addressing extemporaneous problems.

5) Synthesis: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and off-campus settings in the completion of complex and comprehensive tasks.
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*Note: Dates with a gray background indicate days off or scheduled commitments.*
Follow this format *very closely* and include *all* of this content for each post:

- Number of hours worked this week in bold and boxed near top of report—like this:
  
  8.5 hours

- Date of this week, also in bold and boxed near top of report—like this:
  
  w/o January 17

- Hours worked to date, also in bold and boxed—like this:
  
  8.5 hours/120 total hours

- Experience provider/internship host organization:

- Name of experience provider/internship host supervisor name:

- Detailed discussions covering *all* 6 of the following issues; please address each of the issues *in separate sections*:
  
  - 1) Tasks performed for the week with results
  
  - 2) Workplace observations – thoughts on how things could/should run or how situations could have been handled differently
  
  - 3) Workplace activity (what is going on in the office)
  
  - 4) Reactions to events taking place in the office
  
  - 5) Which specific classroom concepts are applied in the work environment
  
  - 6) What you learned from the experience this week (must be different from other weeks)

  - Add your current week’s information outlined above to *one semester-long document* that you will build upon and post each week
    
    - For example, the last document you post at the end of your internship will include all 12-15 weeks’ posts and at least 120 total hours of experience

  . 5 points will be deducted for each instance of poor grammar, punctuation, spelling, lack of a source citation for specific information, and for lack of a detailed explanation for an answer to an assignment question.
Industry Situation Analysis for Your Organization

Background (2 points)

a) Estimate the 5-year trends for your organization and its industry
   - U.S. Sales Revenue
   - U.S. Operating Profits (IVA)

b) provide a detailed explanation of how you developed your estimate and which sources you employed for each type of statistic (i.e. NAICS code, estimate formula, etc.; tip: consult IBISWorld)
c) calculate the profit margin for your organization and the industry and discuss the differences between the two
d) how do each of the 5 major environmental factors specifically impact the organization? (discuss all 5 in detail)

Product (2 points)

a) what is the type of product being studied?
b) based on the data above, in which stage of the life cycle is this product? (tip: consult IBISWorld)
c) what is the estimated market share for you organization and 3 key competitors (sources?)
d) what type of product strategy is your organization pursuing?

Distribution (2 points)

a) what is the distribution channel structure? (identify all members and their roles in the channel)
b) who is the “channel captain”?
c) what type of power does the “channel captain” exert?
d) what is the distribution strategy?

Pricing (2 points)

a) what is the current price of your organization’s key product(s) vs. at least two competitors? (provide specific sources for each)
b) what type of marketplace environment exists?
c) what is the pricing objective?
d) what is the pricing strategy?

Marketing Communication (2 points)

a) what is the current positioning of this organization?
   - provide a positioning statement with rationale (explain each of the 3 components in detail)
   - provide a positioning map, along with rationale, which plots this organization vs. at least two other competitors (all organization plot positions must be substantiated by data with complete sources)
b) what type of promotion objective is being followed?
c) which promotion strategy is being employed?
d) which promotion mix tools are being employed? (discuss all 6 with specific examples of how each is used)

For tips on answering each question above, consult the study key on the next page

5 points will be deducted for each instance of poor grammar, punctuation, spelling, lack of a source citation for specific information, and for lack of a detailed explanation for an answer to an assignment question.

Sources should be in text immediately adjacent to the information being cited using a simple citation style like: Wall Street Journal, January 3, 2022; using this style, there is no need for a works cited/bibliography page.

This analysis must be in the form of a 3-page brief; points will be deducted for any work over this limit
Industry Situation Analysis Study Key

Background
a) your estimates of the 5-year trends for this industry and organization?
   - U.S. Sales Revenues (Annual Report; 10-K, sec.gov) (IBIS World)

b) calculate the profit margin for your organization and the industry and discuss differences
   (industry = IVA/Revenue (IBIS World); organization = gross or operating profit/sales; which is higher?)

c) provide a detailed explanation of how you developed your estimate and which sources you
   employed for each type of statistic
   (sources for industry and organization data? Are they U.S. only? How did you break out organization from
   parent organization data?)

d) how do each of the five major environmental factors specifically impact your organization?
   (economic, socio-demographic-cultural, technological, political-legal, competitive)

Product
a) what is the type of product being studied? (B2C: convenience, shopping, specialty; B2B: 9 types)
b) based on the data, in which life cycle stage is this product? (intro, growth, maturity, decline)
c) what is the estimated market share for your organization and 3 key competitors (sources?)
   (Market Share Reporter or calculate: organization sales/industry sales)
d) what type of product strategy is your organization pursuing?
   (market penetration, market development, product development, diversification)

Distribution
a) what is the distribution channel structure? (identify all members and their roles)
   (possible players: producer, agent, merchant wholesaler, retailer, consumer)
b) who is the “channel captain”? (can be any one or more of the above choices)
c) type of power the “channel captain” exerts? (legitimate, expert, reward, coercive, referent)
d) what is the distribution strategy? (intensive, selective, exclusive)

Pricing
a) what is the current price of your organization’s key products vs. at least two competitors?
b) type of marketplace environment? (pure competition, differentiated competition, oligopoly, monopoly)
c) what is the pricing objective? (profit-oriented, competitor-oriented, sales-oriented)
d) what is the pricing strategy? (skimming, competitive, penetration)

Marketing Communication
a) what is the current positioning of this organization?
   - provide a positioning statement with rationale. (target, frame of reference, point of difference)
   - provide a positioning map, along with rationale, which plots this organization vs. at least
     two other competitors (all organization plot positions must be substantiated by data).
b) what type of promotion objective is being followed? (awareness, interest, desire, action)
c) what promotion strategy is being employed? (push, pull)
d) which promotion mix tools are being employed? (and provide specific examples of each)
   (internet, sales promotion, direct marketing, advertising, public relations, personal selling)
Based on your weekly work journal entries and your original learning contract, reflect on your internship experiences including how they relate to specific skills you have learned during your College of Charleston academic journey. Then, based on these experiences, make specific recommendations on how to improve the operations of your host organization. Your reflection and recommendations must be grounded, meaning properly documented use of at least 3 legitimate sources such as the *Wall Street Journal*.

Follow this format *very closely* and include *all* of this content in your post:

1) Background
   Provide a brief overview of your report including the following basic information:
   - The history of your organization and how it has evolved until the present day
   - The part of the organization that you primarily were involved with
   - The specific projects that you worked on
   - Your internship host’s name and title
   - Detailed commentary on your interactions with your internship host

2) Your Experience
   Provide *detailed* information about the key tasks you performed during your internship
   - Identify and discuss the 5 most important tasks you completed *(please limit to the top 5)*
     1)
     2)
     3)
     4)
     5)

3) Skills You Applied from Your College of Charleston Academics
   Provide a *detailed* discussion of the 5 most important skills *(please limit to 5 at the most)* you applied in your internship and the College of Charleston course and instructor where you learned the skills

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<tr>
<th>Skill</th>
<th>CofC Course/Instructor where I learned it</th>
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4) Single Most Important Takeaway
   Provide a *detailed* discussion of the single most important experience or skill that you take away from your internship *(you must narrow down this discussion to one major piece of learning)*

5) Specific Recommendations Based on Your Experiences and Academic Learning
   Provide a *detailed* discussion of *at least 3 specific recommendations* to improve your host organization’s operations. Make sure each of your recommendations is *measurable, realistic, and has a specific time frame* for implementation.

   . 5 points will be deducted for each instance of poor grammar, punctuation, spelling, lack of a source citation for specific information, and for lack of a detailed explanation for an answer to an assignment question.

   Sources should be in text immediately adjacent to the information being cited using a simple citation style like: *Wall Street Journal, January 3, 2022*; using this style, there is no need for a works cited/bibliography page.

   *This report must have a maximum of 5 pages or presentation slides, not including title page/slide and appendices. Points will be deducted for any work over this limit.*