

MKT 393 - MARKETING INTERNSHIP

Description:

Marketing Internship. Internships provide an opportunity to obtain valuable professional experience and contacts in advertising agencies, manufacturing, services, public relations agencies, and communications. IME Marketing majors are required to complete one quarter of intern credit. The department's internship coordinator will work with each student to obtain placement. Student will work for and study the marketing operation of the firm. Marketing internship may be taken, with approval of the coordinator, any quarter after the completion of Marketing 301 Principles of Marketing. In lieu of internship, IME students may, with approval of the chair, elect to complete a Marketing elective. MKT 393 qualifies for the junior year experiential learning requirement. PREREQUISITE(S):MKT 301 and coordinator approval.