



Marketing Internships Guide

NEW Spring Semester 2024 - MKTG 484-8

Now PREPARE

1

- ✓ Prepare your resume, set internship goals, and explore resources for your search.

Start searching for internships immediately.

- ✓ Complete prerequisites (BUS 300 & MKTG 302) and ensure your workload fits the requirements of a 4-unit internship course (155 work hours minimum). Beginning in Summer 2024, a 2-unit alternative (72 work hours minimum) will be offered as well.



IMPORTANT: Employers must be CSUSM Approved Community Partners. If you want to work with a particular organization that is not in the database, refer to the steps for requesting a community partner here (STEP 2). The deadline for submitting new partnership requests for the Spring term is **December 1, 2023.**

2

ENROLL *During Registration Period*

- ✓ Submit an Internship Form including your resume, your internship goals, and information on your initial internship search.
- ✓ The course instructor will review your submission, follow up if necessary, and issue a permission number for enrollment once your readiness is determined. You will use the permission number to complete your course registration.



SECURE INTERNSHIP

3

No Later than Feb 2 (For Spring 2024)

If you do not already have one, search and obtain an internship as early as possible:

- ✓ You are responsible for identifying suitable internships, submitting applications, completing interviews, and securing a position.
- ✓ Use the Credit Internship Database for approved options and consult Career Center Counselors for additional help.
- ✓ Make sure the internship meets the criteria set by the Marketing Internships Instructor. See requirements here.

4

GET APPROVAL

No Later than Feb 8 (For Spring 2024)

Once you receive written confirmation from your employer regarding your internship hiring:

- ✓ Submit the CoBA Marketing Internship Approval Form to the course instructor.
- ✓ Upon review, if your internship meets the course requirements, the instructor will notify you, and confirm that you can remain enrolled in the course.
- ✓ Complete Internship Placement Form.



Complete steps 3 & 4 as early as possible! You will not be able to continue enrollment in the course if you are unable to secure an internship that meets the requirements.

START INTERNSHIP & ENGAGE IN COURSEWORK

5



Begin Your Internship. Keep in Mind:

- ✓ Treat this as a professional job: Employer reviews will contribute to your course assessment.
- ✓ This is also an academic course: To earn credit, attend all required class sessions and complete all your assignments.

6 FINISH STRONG



- ✓ Turn in all assignments
- ✓ Ensure your employer's review is submitted on time - strive for a positive one!