



# Marketing Internships Guide

**NEW**

Spring Semester 2024

Now



**PREPARE**

**1**

- Prepare your resume, set internship goals, and explore resources for your search. **Start Searching for opportunities immediately.**
- Ensure you have completed the required prerequisites, BUS 300 and MKTG 302
- Verify that your schedule allows for a 4-unit internship course (MKTG 484-8), necessitating a minimum of 155 work hours, or consider the 2-unit alternative (MKTG 482-5), which demands at least 72 work hours.



**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 (STEP 2). Please allow five weeks to process new partnership agreements.**

**2**

## ENROLL *During Registration Period*

- Submit an Interest 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 Department.



**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
- Make sure your employer's review is turned in and positive!