

Approval Form

Proposal Title: Supervised Internship in Marketing 0509.411

Sponsor(s) Phillip A. Lewis Dept.: Marketing Ext. 3407
Richard Parker Marketing 4013

Check one: Course Specialization Concentration Minor Achievement Certificate
 Certification Program Major Program Minor Change (please name deletion or credit/title/catalog change)

Undergraduate Graduate 5 Credit Hours

<p>Step 1 (Department)</p> <p><input checked="" type="checkbox"/> Approved <u>10/14/94</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p><u>Richard Parker</u> Dept. CC Chairperson</p> <p><input checked="" type="checkbox"/> Reviewed <u>10/14/94</u> Date</p> <p><u>Richard Parker</u> Dept. Chairperson</p>	<p>Step 2 (Receipt)</p> <p><input checked="" type="checkbox"/> SCC# <u>04-45-30</u></p> <p>Proposal Received <u>10/14/94</u> Date</p> <p><u>OCT 14 1994</u></p> <p><u>Richard Parker</u> SCC Chairperson</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>10-20-94</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p><u>JWA Lee</u> School Curr Comm Chairperson</p>
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Step 4 (Academic Dean)

Recommend
 Not Recommend
 Conditionally Recommend (see comments)

Reviewed 10/21/94 Date

OCT 24 1994

[Signature]
Signature, Dean of School

Step 5 (SCC)

Open Hearing 10/27/94 Date Approved by Senate Curriculum Committee 11/2/94 Date

Returned to sponsor(s) for the following reasons:

Step 6 (Senate)

Presented to Senate 11/21/94 Date Approved Not Approved

Notification to Executive Vice President/Provost [Signature]

Step 7 (Executive V.P./Provost)

Received 6/9/94

Approved Yes No

If no, reasons are as follows:

Student credit hours 3

Faculty load hours 3

Equalized credit hours _____

Official copy and approval sheet filed _____ Date

David L. Caplan
Signature, Executive Vice-President/Provost

Registrar

Approved course description received 7 Dec. 94
Date

Hegis Taxonomy and Course Number assigned 0509.411

[Signature]
Signature, Registrar

7 Dec 94
Date

Notification forwarded:

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

ROWAN COLLEGE OF NEW JERSEY
School of Business Administration
Department of Marketing

COURSE PROPOSAL
Revised: November 30, 1994

I. BACKGROUND DETAILS

- a. Course Title: Supervised Internship in Marketing
- b. Sponsors: Phillip Lewis and Richard Parker,
Department of Marketing
- c. Credit Hours: 3 credits
Students would be expected to work 15-20 hours per week over the course of a regular fifteen week semester. In total, the intern would be expected to have between 200 and 300 hours of career-related experience as an intern.
- d. Course Level: Undergraduate at the junior and senior level only
- e. Curricular Effect: Marketing specialization elective or Business Administration elective
- f. Prerequisites: Principles of Marketing and Junior Standing as a Rowan College business major
- g. Implementation: To be offered at least one semester a year beginning in Summer 1995
- h. Adequacy of Present Resources: Present faculty members are capable of teaching and supervising this course. Present library and other resources are adequate.

II. RATIONALE

The course will be designed to give advanced students in Marketing the opportunity to obtain practical experience in the field. It will also enable them to apply the marketing and business theories, concepts and terminology learned in the classroom to an actual business setting. Additionally, the students will be exposed to the business climate in which marketing decision are made in an organization. This course is essential for providing Rowan marketing graduates with a competitive edge upon entering the workforce.

III. ESSENCE OF THE COURSE

a. Objectives

The students will explore and investigate in detail various aspects of marketing (i.e., product development, advertising, sales, logistics, etc.) encountered in the business environment through their internship experience. The internship instructor will provide direction to students regarding course expectations and closely monitor their performance via correspondence with internship supervisors, student progress reports, and periodic meetings with student interns.

b. Topical Outline

The internship organizations will be pre-approved by the marketing department. If a student prefers to do an internship with an organization which is not on the list, approval by the marketing department will be required. Furthermore, the type of company and job should be compatible with the level of education and future job prospects of the student intern.

The course will be tailored to meet specific student objectives and academic objectives as developed in accordance with their intern supervisor and immediate work supervisor. This will be the student's "Program of Activities."

c. Requirements

The following details the requirements for the internship:

- 1) Submission of a detailed "Program of Activities" to be undertaken during the internship. This report will be prepared and signed by the student in concurrence with their immediate work supervisor and approved by the internship instructor.
- 2) As indicated in the "Program of Activities" each intern will be required to periodically submit one-page, type-written progress reports signed by the internship supervisor indicating:
 - number of hours worked
 - duties performed
 - relationship of duties to marketing
 - student's learnings based on the work performed
 - how the work performed relates to the original internship proposal

III. ESSENCE OF THE COURSE (Continued)

- 3) A final internship report which is to be formatted as follows:
 - a) Introduction
 - b) Company description
 - c) Job capacity
 - d) Detailed account of responsibilities, activities/accomplishments and performance during the term
 - e) Relationship to concepts and theories learned in other marketing courses
 - f) Self-evaluation of performance as intern
- 4) Student interns, as a group, will be required to meet regularly during the term to share their internship experiences in the presence of the internship instructor.

d. Evaluation and Grading

Students will be evaluated and graded based on the following:

- 1) Promptness, completeness, appropriateness and overall quality of interim progress reports and final internship report.
- 2) Internship supervisor's analysis and evaluation of student's performance and accomplishments (submitted under separate cover).
- 3) Attendance and participation at regular intern class meetings.
- 4) Recommendations, conclusions and self-evaluation of their work as an intern.
- 5) Internship instructor's analysis of intern's accomplishments.

IV. RESULTS OF CONSULTATIONS

Professors Razelle Frankl and Margaret VanBrunt of the Management and Accounting Departments, respectively, have evaluated this proposal and have given it their support. The letters of support are attached.

V. CATALOG DESCRIPTION

Undergraduate Course: 0509.

3 Semester Hours

Supervised Internship in Marketing

(Pre req: Junior Standing as a Rowan College business major
& Principles of Marketing)

This course can include field experience in government, business, or not-for-profit organizations. Interns participate in assignments that prepare them for productive careers upon graduation. The learning process is monitored by Marketing Department faculty members.



Rowan College of New Jersey

201 West End Avenue
Glassboro, NJ 08028

Telephone: 609/396-2000
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To: Richard Parker, Acting Chair
From: Razelle Frankl, Dept. of Management/MIS
Date: September 26, 1994
Subject: Internship in Marketing

Handwritten initials, possibly "RF", in blue ink.

The course proposal for Supervised Internships in Marketing is well thought out and should provide marketing students with a meaningful and useful learning experience. It will dovetail with the Internship Initiative that is being developed for the School of Business Administration as we work towards AACSB accreditation. The Management Department has an internship course; several of the faculty have supervised this course and will be available for consultations as your course is put in place.



Rowan College of New Jersey

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Glassboro, NJ 08028-1701

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September 22, 1994

Dr. Richard Parker
Acting Chairperson Marketing Department
Rowan College of New Jersey
201 Mullica Hill Road
Glassboro, New Jersey 08028-1701

Dear Dr. Parker,

Pursuant to your request, I have reviewed the Supervised Internship in Marketing Course Proposal to be submitted for College approval. Within the School of Business Administration, a Supervised Internship Program is currently offered by both the Accounting and Finance Department and the Management Department. As the Internship often provides the student a path to ease into a career, without this Course, Marketing students are at a distinct disadvantage. As proposed, this Course will provide students in Marketing the opportunity to gain practical career experiences, which can only enhance the learning process and increase employment opportunities for our graduates. I find this Course to be consistent with a primary part of Rowan College's mission, to provide high quality programs for our students.

I am presently a member of a Supervised Internship Working Group, which has been formed under the direction of our new Dean, Steven A. McNeil. Under his direction the School of Business Administration will be building a stronger alliance between the business community, Rowan College and our students. This Course is consistent with this direction.

I strongly request that the College approve this Course Proposal, as it will serve to strengthen the School of Business Administration as it approaches AACSB accreditation.

Respectfully submitted,

Margaret Van Brunt

Instructor Accounting and Finance