



General Marketing Internship Learning Objectives

Student Intern: _____ Internship Site: _____

Working with your supervisor, choose from the following learning objectives OR submit others which are specific to the position or internship assignment.

- Identify and define the common or unique business terminology used at the worksite.
- Apply marketing concepts to problems and issues within industry.
- Demonstrate effective report and letter writing.
- Produce high quality documents utilizing Word, Excel, Access or PowerPoint.
- Analyze any legal obligations, principles, and rules associated with the organization.
- Produce advertising messages and place in the chosen media.
- Analyze the customer service practices and attitudes in the organizational culture.
- Identify and analyze a target market.
- Develop and maintain an advertising budget.
- Determine the goals of an advertising effort.
- Identify and report on issues affecting diversity in the workplace.
- Apply your personal selling philosophy and report on the results and insights gained.
- Identify ethical issues involved with Internet marketing.
- Demonstrate the basics of web page design.
- Identify methods for promoting an e-commerce business.
- Develop a Website Plan.
- Evaluate an eBusiness opportunity.
- Analyze how prices, output levels, and profits are determined.

Other: _____.

Other: _____.

To receive Credit at the end of the semester, I agree to submit the following:

1. Final Summary Portfolio
 - Written overview (minimum of 2-3 pages typed) of your internship experience including challenges you faced and how you overcame them, results of your work, reaction to your performance from other team members, description of business relationships with co-workers, how your degree assisted you in your work, and how your work benefited the company.
 - Descriptions, samples and examples of the projects and tasks completed during your internship based on your list of learning objectives.
2. Supervisor Evaluation Form (provided to the supervisor by the Internship Coordinator).

Student Signature

Date