

Marketing Department Internship Program: Student Information and Application Packet

Thank you for inquiring about the Marketing Department Internship Program. Our internship program helps you gain the practical experience to better qualify yourself for an entry level professional marketing position. Under the guidance of a marketing faculty member and the direction of a company mentor, you will work on marketing assignments and projects that align with your learning and career objectives. The Student Information and Application Packet answers frequently asked questions and lists qualifications and requirements. Find the application forms in Appendix C.

General Information (Q&A):

The following information is organized in the question and answer (Q&A) format to help you understand the nature and purpose of an internship, the Marketing Department Internship Program, other internships offered by the College of Business and by Florida Atlantic University's Career Center.

1. What is an internship? What purpose does it serve?

An internship is an opportunity to gain practical experience in applying and extending academic knowledge, under the supervision of a company mentor and a marketing faculty member. An internship is not a course: it has no class meetings. Instead, you work inside a company to assist its managers attain their marketing goals while benefiting from their guidance.

2. What is it like to intern in a company? What should I expect?

Internships have been a standard practice in education and in business for decades. You will work under the direction of a mentor who is likely to have been an intern or who has mentored other college students. When a company accepts you and the Marketing faculty member believes you are qualified, you should feel confident in your ability to succeed.

There will be times when you will receive personal career advice, and friendly suggestions. There will be times when you are pressed to accomplish tasks in a timely manner by your mentor. The mentor serves both as your advocate and as your supervisor who critically evaluates your work. At all times, remember you are, in a sense, an employee. Like most employees, you will experience good days and not so good days. Mentors and managers should not expect you to be an experienced expert but a novice capable to perform basic tasks for which you have been educated and selected. You should expect to do work that aligns with the established learning objectives. Expect to learn new marketing insights, methods, and skills, as well as to sense more about the culture and practice of business. Always dress professionally and conduct yourself in a professional manner. Make sure you always have a pen/pencil and paper nearby or a smartphone handy to capture instructions. Do not be shy in seeking confirmation to make sure you correctly understood instructions. If you have any doubts, bring them up immediately. Eventually, you will likely identify times when you can consult with the mentor as well as sense inopportune situations. Remember, there are likely to be days when the mentor is extremely busy and does not have time for you. That's business: do not take it personally.

Business is competitive and each company has its secrets underlying differentiation, positioning, innovation, financials, and competitive advantage. Never discuss confidential company information with anyone outside the

company. Remain positive, friendly, and welcoming. Past interns strongly suggested that you make efforts to connect with employees. All indications were that employees are both helpful and friendly. However, stay as far away as possible from the unmotivated employees and the complainers as possible.

You should feel free to speak with your Faculty Supervisor or Director, Marketing Department Internship Program, if you have questions or concerns. It is better to converse than to be silent. Always keep in mind the main goals in undertaking the marketing internship: to gain experience, to overcome the natural fear of putting yourself “out there in business,” to get a letter of recommendation from a mentor, and to qualify for an attractive entry level professional marketing position upon graduation. All in all, the internship experiences reported by students have been satisfying, highly rewarding, and sometimes life changing for the better.

What types of internships are available at FAU and where can I go to find out about them?

There are two types of internships in marketing offered by Florida Atlantic University. FAU’s Career Center and the Marketing Department in the College of Business offer marketing internships.

1. FAU Career Center’s Marketing Internship

Florida Atlantic University’s Career Center offers a wide array of marketing internships as a pass fail option. They provide an opportunity to apply marketing knowledge and learn marketing skills while interning in a business or in a charitable organization. The Professional Internship Course, IDS 3949 is a 0-1 credit course that is beneficial for students who do not meet the Marketing Department Internship requirements. However, those internship credits do not count toward a major or minor in marketing.

2. Marketing Department Internship Program

The Marketing Department in the College of Business offers three unique for-credit internships. They are: 1) Marketing Internship, 2) Internship in Retailing, and 3) the Advertising Internship. The Marketing Department Internship Program also provides an opportunity to apply marketing knowledge and learn marketing skills while interning in a business or in a charitable organization.

Why is the Marketing Department’s Internship Program superior?

The Marketing Department Internship Program has four points of superiority. They are:

- Successful completion (C or higher) of a graded internship enables you to earn three credits toward a major or minor in marketing
- A faculty member directs and assists you while undertaking the internship
- You select a project that aligns with your learning objectives and your internship responsibilities
- You are placed with a mentor who is qualified to assist you in applying and extending your marketing knowledge and skills

How do I find an internship?

You can find a marketing internship by:

1. Looking through the internships listed by the FAU Career Center

All students have access to the OWL *CareerLink* job and internship portal to search for opportunities. To login, students go the FAU Career Center page at <http://www.fau.edu/career/students/> . For more information, call the FAU Career Center at 561-297-3533 or e-mail intern@fau.edu.

Companies are required to register on OWL *CareerLink*, the FAU Career Center’s online job and internship portal, in order to post positions.

2. Arranging a visit with the Director, Marketing Department Internships
3. Finding your own company, provided the company meets Marketing Department requirements (e.g., established internship program, qualified and credentialed mentor, willingness to track and evaluate the intern, and marketing activities that relate to the student’s learning objectives)

What are the qualifications and rules for acceptance into the Marketing Department Internship Program?

Students cannot retroactively apply previous employment or past engagement in an internship toward credit for a Marketing Department Internship. To meet the general qualifications and rules for acceptance to the Marketing Department Internship Program you must have:

1. Been admitted to the College of Business and have declared marketing as your major or minor
2. Have a GPA of 2.5 or above
3. Completed MAR 3023: Marketing Management with final grade of C or better
4. Neither previously taken nor is currently enrolled in an internship offered by the Marketing Department (While you can have taken other internships, only one Marketing Department Internship will count toward the marketing major or minor.)
5. Found an internship in a company in which you are not currently employed
6. Selected a company that is not owned or managed by a relative or another college student
7. Completed at least one 4000 level course related to the objectives, marketing responsibilities, and demands of the internship program (See Exhibit 1.) Note the added requirements for the Advertising Internship.

In addition to the general qualifications, you must meet the qualifications for the specific Marketing Department Internship course for which you are applying as specified in Exhibit 1.

Exhibit 1: Qualifications for Each Type of Marketing Internship

| Types of Marketing Department Internships and Specific Qualifications |
|---|
| <p>Marketing Internship (MAR 4946) 3 credits</p> <p>Prerequisites: Overall FAU GPA of 2.5; MAR 3023 and one Marketing elective related to the internship's focus, both with minimum grades of “C”; Marketing majors or minors only; instructor approval of intended internship; course must be applied for in the semester prior to the intended internship; minimum passing grade is a “C”</p> <p>Provides students insights into the marketing function of businesses and allows them to hone their marketing skills in a real-world setting.</p> <p>MAR 4721 Digital Marketing is the marketing elective required for students seeking the Marketing Internship in web site and social media marketing.</p> |
| <p>Internship in Retailing (MAR 4945) 2 or 3 credits</p> <p>Prerequisites: MAR 3023 and MAR 4231, senior marketing major, and permission of instructor</p> <p>Directed learning experience to develop skills and apply theories to practices in retail organizations. Following a training plan, the intern will research all major functional areas while employed in an approved retail firm.</p> |
| <p>Advertising Internship (MAR 4940) 2-3 credits</p> <p>Prerequisites: MAR 3023, MAR 4334, senior standing and permission of instructor</p> <p>The advertising internship offers the advanced undergraduate student who has selected a career in the field of advertising practical laboratory learning experiences under the direction of professional executives and educators while employed in the area of advertising.</p> |

What are my responsibilities as an intern in the Marketing Department Internship Program?

1. Complete, sign, and date all application forms the semester before the internship. See Appendix C: Marketing Department Internship Application Packet and Forms.
2. Have your mentor complete and sign the Internship Learning Agreement found in Appendix C. Submit the Internship Learning Agreement with your completed application packet.
3. Conform to the Marketing Department Code of Professional Conduct for Interns.
4. Adhere to the reasonable agreement you made with the company and mentor.
5. Remind your mentor to submit a performance evaluation form found in Appendix D prior to the deadline.
6. Complete and submit assignments, progress reports, and a self-reflection on or before the due date.
7. Contact the Director, Marketing Department Internship Program or your faculty supervisor as soon as a problem appears.
8. Earn a final grade of “C” or better to receive credit for your marketing internship.

What do I have to do to apply for the Marketing Department Internship Program?

1. Determine if you are qualified.
2. Contact the Director, Marketing Department Internships to discuss the program, qualifications, requirements, and learning objectives (A face-2-face meeting is recommended.)
3. Login to OWL *CareerLink* (<http://www.fau.edu/career/students/>) prior to the start of the semester of interning to search for opportunities. For more information, call the FAU Career Center at 561-297-3533 or email intern@fau.edu. Look through the internships listed by the FAU Career Center to find a marketing internship that suits your career aspirations.
4. Develop an agreement with a mentor employed by sponsoring company who is willing and qualified to take you on as an intern
5. Contact the company. Apply for the position. If selected, have the mentor sign the “Internship Learning Agreement” found in Appendix C. Submit the Marketing Department Internship Application Packet found in Appendix C. Sign and date all forms.

Who do I contact for information on the Marketing Department Internship Program?

Dr. Allen E. Smith, Director, Marketing Department Internship Program
Marketing Department, College of Business
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431

Office: Boca Raton Campus, Fleming Hall, Room 202
Telephone: (561) 297-2386
Email: Aesmith@fau.edu

Appendix A

Marketing Department Code of Professional Conduct for Interns *

By offering the internship program, the Marketing Department faculty members uphold our ethical responsibility to provide an opportunity for you to put to practice and to extend the knowledge and skills you gained in the classroom. We recognize the importance of the marketing internship to your educational experience and success in marketing management by setting forth the internship policy and the **Marketing Department Code of Professional Conduct for Interns**. An internship is an earned honor that has been a persistent hallmark of high quality marketing education. By accepting an internship, you are required to read, understand, and abide by the **Marketing Department Code of Professional Conduct for Interns** found in Appendix A. You are required to sign and date all forms found in Appendix C.

General Statements

As a Florida Atlantic University intern, you are representing not just yourself, but the university and your fellow students, both current and future. As a student intern you are expected to adhere to the employer's employment policies, practices, procedures, dress code, and/or standards of conduct. To avoid any misunderstanding, it is recommended that you obtain clarification regarding such matters from your employer when you begin your assignment.

Your performance while on assignment as an intern will be evaluated by your employer and the Director, Marketing Department Director or Faculty Supervisor, with the final grade assessment and grade assignment made by either the Faculty Supervisor or by the Director, Marketing Department Internships.

Upon completion, you will receive a letter grade for the three credit-hour course. A passing grade of C will be required in order for the internship to be recognized by the Marketing Department for credit toward the undergraduate marketing degree or toward a minor in marketing.

You must keep your Faculty Supervisor, the Director of Marketing Internship Programs and your sponsoring employer apprised of any changes to your current e-mail address, physical address, and telephone number.

You are required to maintain the established work schedule and to meet internship obligations. Absences, excused or not, do not absolve a student from the responsibility of completing all assigned work promptly. Students who miss assignments or deadlines due to excused absences will be allowed to make up the work in a manner deemed appropriate by the Director, Marketing Department Internship Program or the Faculty Supervisor. It will be your responsibility to contact the Director or Faculty Supervisor and make arrangements. The Director or Faculty Supervisor is not obligated to allow a student to make up work missed due to an unexcused absence.

Absences will be excused for documented cases of:

- Incapacitating illness
- Official representation of the University (excuses for official representation of the University should be obtained from the official supervising the activity)
- Death of a close relative
- Religious holidays

The Faculty Supervisor will determine whether other absences should be excused or unexcused. In the event of an impasse between the student and the Director of Marketing Internships or Faculty Supervisor, the department chair and/or the dean of the College of Business will make the final decision as to whether an absence is to be considered excused.

Any changes in your internship status (layoff, cutback in hours, or dismissal) must be reported immediately to the Director of Marketing Department Internships and to our Faculty Supervisor, if a supervisor is assigned. If you feel victimized by a work-related incident (e.g. job misrepresentation, unethical activities, sexual harassment, discrimination, etc.), you are immediately required to contact the Director and Faculty Supervisor immediately. Any change in your ability or capacity preventing you from completing the internship must be immediately communicated in writing to your Faculty Supervisor or to the Director, Marketing Internships.

Specific Statements:

You will conduct yourself in a professional manner at all times. This includes but is not limited to the following specific statements:

1. I will report for the internship on-time and maintain my required work schedule.
2. I will follow all reasonable rules and policies as required by employer.
3. I agree to maintain strict confidentiality regarding information obtained on any clients, members, customers, patients, employees, and products or services associated with the internship site.
4. I will use appropriate written and oral communication in all interactions with all supervisors, employees, clients, and university staff.
5. I agree to observe all established safety rules and avoid unsafe work practices.
6. I will demonstrate honesty, cooperation, integrity, courtesy, and a willingness to learn.
7. I will engage in positive, ethical, and legal behavior.
8. I agree to accept responsibility and accountability for my decisions and actions taken while at the internship site.
9. I will treat all customers, clients, supervisors, and fellow employees with dignity and respect.
10. I will notify the Director of Marketing Internship Programs or my Faculty Supervisor immediately of any significant change in my employment status or work environment (i.e. change of supervisor, misunderstanding on the job, etc.). If I do not complete the hours and weeks of employment that was agreed upon I am aware that I may receive a failing grade for the course.
11. I authorize the Marketing Department/FAU Career Center to release my unofficial transcript and resume to prospective employers as necessary.
12. My participation in the Internship Program is entirely voluntary and in no way constitutes employment with Florida Atlantic University or the State of Florida.
13. I am a fully matriculated student at FAU during this Internship assignment and, as such, I am not entitled to unemployment compensation based upon any Internship Program employment period.
14. I understand it is my responsibility to check with my employer regarding any supplemental paperwork that is required prior to meeting with the Director of Marketing Internship Programs or my Faculty Supervisor.
15. I will be responsible for paying for the credits earned through the Internship Program.
16. **I understand that it is my responsibility to ask if there are any confidentiality policies of the organization and, if so, to abide by them.**

Assumption of Risk Statement and Release Statement:

I understand that there are certain physical risks inherent in every form of employment. I understand the risks associated with my proposed Internship Program assignment. I nonetheless agree to assume those risks so as to gain the benefits from participation in this valuable work/learning experience. I hereby release the State of Florida, the Board of Trustees, Florida Atlantic University and its agents and employees from any and all liability associated with my participation in the Internship Program at Florida Atlantic University and at the employer's site.

Academic Statements:

You are responsible for:

1. Completing and submitting all academic projects and other assignments by the submission deadline
2. Requesting a submission extension:
Extensions will be granted in cases where the project or assignment cannot be completed during the semester as approved by the Director of Marketing Internship Programs or Faculty Supervisor. In such cases a grade of incomplete (I) will be submitted by the Director or Faculty Supervisor who will specify an extended deadline for submission not to exceed one year. If the student fails to meet the deadline, a final grade ranging as low failing (F) will be automatically submitted by the University grading system.
3. Demonstrating information literacy:
Companies expect business graduates to be proficient in identifying, gathering, storing, classifying, and interpreting relevant background information from digital indexes and databases. You must use the APA format in citing sources of information and including the sources in the reference section. You must demonstrate the ability to gather information from Florida Atlantic University's online indexes and databases and scholarly journals (electronic journals) to pass the course. The FAU Library offers a free training session in researching electronic indexes and databases. It lasts about one hour and it may be the best hour you have spent at FAU to prepare for a business career. You can opt to take the library's online tutorial found on the Library's home page. See the link below.
<https://login.ezproxy.fau.edu/login>
The library offers on chat. Click on the link: www.library.fau.edu/depts/ref/askpol.htm
4. Adhering to Florida Atlantic University Code of Academic Integrity Policy Statement:
Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).
5. Adhering to all requirements and policies found in the course syllabus

Student's Personal Statements

I certify that:

1. I am in good standing (not on probation, suspension or dismissal).
2. I have a FAU GPA of at least 2.5.
3. If I am an international student (**F-1 status**), I have maintained valid F-1 status and full-time enrollment in current program for at least two consecutive semesters prior to the internship start date.
4. I am making demonstrative progress towards my degree evidenced by completing program requirements.
5. I do consent to the release of personally identifiable educational records and other relevant information regarding my academic performance while a student at FAU.
6. I will, if receiving financial aid, check with the Financial Aid office before beginning an Internship Program assignment.
7. My mentor is not a relative, friend, or college student.

Appendix B: Information on Other Internships Offered at FAU

The FAU Career Center and other departments in the College of Business offer internship programs.

The IDS 3949, Professional Internship Course managed by the Career Center, falls under Interdisciplinary Studies in Arts & Letters and is for 0-1 credits depending if the student is taking courses during the semester. The one cred form IDS 3949 would go towards free elective credits and not any business elective, major, or minor requirements.

College of Business has 10 other internship courses that count as upper level business electives if they are taken for 3+ credits.

| |
|--|
| ENT 4940 Entrepreneurship Internship |
| GEB 6957 International Bus Field Experience |
| HFT 4941 Field Experience in Hospitality |
| HSA 4817 Health Practicum |
| HSA 6855 Health Admin Internship |
| ISM 4940 Info Tech Op Man Internship |
| ISM 6942 Grad Info Tech/Op Man Intern |
| MAN 4940 Management Internship |
| MAN 6943 Graduate Management Internship |
| SPB 6940 Internship in Sport Management |

For Information about internship programs and about the FAU Career Center contact:

Lauren Shalom Chorlog

Assistant Director for Internships & Co-ops
Florida Atlantic University
FAU Career Center – College of Business Liaison
777 Glades Rd, Fleming West, Rm. 102A
Boca Raton, FL 33431-0991
Email: lshalom@fau.edu
D: (561) 297-4388 O: (561) 297-3533
Website: www.fau.edu/career

Appendix C:
Marketing Department Internship Application Form

Acceptance of Code of Professional Conduct for Marketing Interns:

I read, understood, and agree to abide by the professional standards of the Marketing Department Internship Program as listed in the preceding general, specific, and academic statements. I understand if any facet of the code of conduct is not adhered to, I may be at risk of losing academic credit/tuition, or in some other way may be penalized.

Name (print): _____

Student ID: _____

Signature: _____

Date: _____

Major/Minor: _____

Cell Phone: _____

Email: _____

INTERNSHIP LEARNING AGREEMENT

This Internship Learning Agreement is established to provide a basis of understanding between Professor/Director of Marketing Internships, student Intern, and the Mentor/Supervisor. This agreement commits neither the internship company nor the student to permanent employment.

The Faculty Supervisor or Director of Marketing Internships agrees to:

1. Provide related academic assignments coordinated with the Internship experience
2. Communicate with the Internship Mentor/Supervisor throughout the semester to evaluate work performance
3. Assess degree to which a student meets stated learning objectives and course requirements

The Intern agrees to:

1. Follow the rules and policies that apply to all employees
2. Perform assigned tasks in a responsible manner
3. Demonstrate honesty, punctuality, cooperation, courtesy, and willingness to learn
4. Maintain regular attendance at the Internship site
5. Avoid unsafe acts and be alert to unsafe conditions
6. Notify appropriate Internship Mentor/Supervisor or the Professor of any significant difficulties at internship site
7. Provide academic assignments as required
8. Adhere to the Marketing Department Code of Professional Conduct for Interns

The Internship Mentor/Supervisor agrees to:

1. Provide an internship experience that permits the student to meet his or her learning objectives
2. Provide supervision that emphasizes the student's safety as well as the learning objectives
3. Clarify to permanent employees the expectations for the student's internship
4. Notify the Director, Marketing Department Internships or the Faculty Supervisor in a timely manner, of any serious problems related to the internship.
5. Communicate periodically regarding student's work performance.
6. Furnish all necessary supplies and equipment.
7. Complete and submit a final internship evaluation on a designated form at the end of each semester.

We, the undersigned, agree to the conditions set forth in the Internship Learning Agreement.

PRINT NAME

SIGNATURE

DATE

Student

Mentor

Internship Mentor: Company Contact Information: Address/Phone/FAX/Email

APPROVED **DENIED**

Professor/Director of Marketing Internships _____

INTERNSHIP LEARNING ENVIRONMENT/OBJECTIVES

Internship applied for:

- MAR 4946 Marketing Internship MAR 4945, Internship in Retailing
 MAR 4940, Advertising Internship

Year: _____ Spring Summer Fall

- Completed Internship Learning Agreement with signatures (Keep a copy for your records).
- Attach resume
- Describe Learning Objectives (3 required/See below.)
- Describe marketing projects directly associated with learning objectives (See below.)
- Senior standing, Prerequisites Completed, GPA above 3.0 (minimum for participation)
- Professor's Permission required SUPERVISING PROFESSOR: aesmith@fau.edu

Student _____ Z number _____

e-mail address _____@fau.edu Current Overall GPA _____

Phone number _____

Credits applied for: 3 credits, full time _____ 2 credits, part time _____

What is the name of the organization and contact information?

Company Name: _____

Internship Site Address: _____

Internship Mentor: _____ Title _____
(May not be a relative or current student)

What does the organization do?

What Department will you be working in?

Please describe the Internship project:

Describe the internship's marketing-related learning objectives you wish to attain as a direct result of your involvement in the internship program. Give careful consideration to your response as it will impact the academic assignment coinciding with your internship. Before finalizing the three objectives, you are encouraged to discuss them with your mentor. The learning objectives should integrate with internship tasks and career objectives.

1.

2.

3.

Describe the types of marketing projects/assignments you will be undertaking to reach your learning objectives.

Intern Bi-Weekly Report

Department of Marketing
Florida Atlantic University

Name: _____

Employer: _____

Period Ending: _____

1. List your activities including the departmental locations and major work assignments.

2. List the main duties you performed in carrying out your work assignments.

3. List any problems or difficulties you have encountered during the past week.

4. Do you currently have any work-related problems in which you desire assistance from your Director of Marketing Internships or faculty supervisor? Yes _____ No _____

Please list the phone number(s) where you may be reached. _____

Please return this Bi-Weekly Report to your Faculty Supervisor or to the Director, Marketing Internship Program at the end of each week or as by agreement.

Director, Marketing Department Internships, Department of Marketing

aesmith@fau.edu

Fax: 561-297-0402

International Student Office Approval

TO BE COMPLETED BY INTERNATIONAL STUDENTS:

I have been informed of USCIS (formerly BCIS and previously INS) policies and procedures that affect International Internship Program students and that I must receive, in writing, Curricular Practical Training work authorization for the Internship Program from the OISSS **prior** to beginning any Internship employment. **I understand that employment may not begin before, nor extend beyond, authorized dates on my I-20 ID.**

Student Signature

Date (M/D/Y)

STUDENT FINANCIAL AID OFFICE

TO BE COMPLETED BY STUDENT:

All students must be degree-seeking and enrolled at least half-time at FAU to be eligible for financial aid (6 credits for undergraduates – including 2nd bachelors students, 5 credits for graduate students) during fall and spring semesters. Full-time enrollment is defined as 12 semester hours for undergraduates and 9 semester hours for graduate students during fall and spring semesters. Students must be attending half-time (defined as 6 or more credits for undergraduate students and 3 or more credits for graduate students) to be eligible for financial aid during summer semesters. Federal Pell Grant recipients may be eligible to receive a Pell Grant with less than half-time enrollment. Your initial award offer has been based on your enrollment projections for the first semester you indicated attendance during the academic year. Any changes in your anticipated enrollment may result in the revision or cancellation of your financial aid award. Audited classes are excluded from the determination of eligible enrollment for purposes of receiving financial aid. If you withdraw from a course, you must provide documentation from your professor that you attended. Failure to provide documentation may result in repayment of Title IV funds.

Student Signature

Date (M/D/Y)

- * Ideas, statements, and format was taken from Coastal Carolina University's Code of Professional and Ethical Conduct for Student Interns and then integrated with the policies of Florida Atlantic University and those of its College of Business and Marketing Department, and the FAU Career Center.
<https://www.coastal.edu/career/codeofprofessional.pdf>

Appendix D: Mentor Evaluation Form

This form must be completed and submitted one week prior to the last day of classes. It is the intern's responsibility to present this evaluation form to the mentor.

Mentor's Name: _____ Title: _____

Mentor's contact Information (Company address, Phone, FAX, email):

Student' Name: _____

Evaluation:

Directions: Kindly circle the number that best reflects your assessment of the Intern.

| Assessment Criteria | Ineffective | | | | | | | Effective |
|-------------------------------------|-------------|---|---|---|---|---|---|-----------|
| Marketing skills and knowledge | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Ability to follow instructions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Quality of deliverables | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Oral & written communication skills | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Ability to follow instructions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Self-improvement over time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Motivation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Reliability/dependability | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Ability to work with others | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Overall performance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

Suggestions for the Intern's Improvement:

Ideas for Improving the FAU Marketing Department's Internship Program: