

4404: FIELD PRACTICUM IN MARKETING

Application of marketing concepts and theories to a specific business concept. On-site performance of marketing activities and a written analysis of the firm's marketing strategy and execution. Junior Standing Pre: 3104. (3H,3C) Student must have an internship already in place before signing up for this class.

Process-

Students should see the instructor prior to the start of classes because the course needs to be added to the student's schedule. The last day to add classes therefore is the nominal deadline.

In the regular semester this is the last day of the first week.

During the summer sessions, 1 month prior to the end of Spring semester.

REMEMBER-Students need to think ahead about internships for credit. We need time to vet them—a summer job is not necessarily appropriate for internship credit.