

**THE UNIVERSITY OF TEXAS AT EL PASO**  
**College of Business Administration**

**MKTG 4396 – Marketing Internship**



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**Course Description:** Marketing Internship is designed to provide practical work experience in marketing. To be taken during the senior year with permission of the internship advisor and department chairperson. Prerequisites: Department approval.

**Course Objectives:**

1. Describe the major activities performed during the internship, including training, tasks, responsibilities, presentations, and others.
2. Report how the activities performed are relevant to Marketing.
3. Connect how the activities performed relate to previous marketing coursework.
4. Provide insights into how the marketing coursework is similar or different to practice
5. Explain how the knowledge and skills gained through the internship will help the student advance their marketing career.

**Course Assignments and Grading:**

A = 180 pts or higher, B = 160 pts or higher, C = 140 pts or higher, D = 120 pts or higher F= <120

- Weekly reports (12 @10 points) 120 points
- Final report 50 points
- Video of experience 30 points
- Total = 200 points

**Weekly reports:** Due every Wednesday beginning on Sept 10, the student will submit a weekly report on Blackboard. The format for the report appears at the back of this document. The reports will be graded. Repetitive, superficial, poorly written, and late submissions will incur a penalty.

**Final report:** The outline for the final report appears at the back of this document.

**Video of experience:** The student will submit a video describing how the internship was obtained, what the company does, what the student did, what the student liked the most, what the student liked the least, and what the student learned. The video should last no more than 2 minutes. The student will upload the video to YouTube and will share the link with the instructor in the final report.

## **Schedule**

Weekly Reports:

1. Weekly report Sept. 10
2. Weekly report Sept. 17
3. Weekly report Sept. 24
4. Weekly report Oct. 1
5. Weekly report Oct. 8
6. Weekly report Oct. 15
7. Weekly report Oct. 22
8. Weekly report Oct. 29
9. Weekly report Nov. 5
10. Weekly report Nov. 12
11. Weekly report Nov. 19
12. Weekly report Nov. 26

Final Report: December 3

Video: December 3

**Technology Requirements:** The main online platform for this course is Blackboard. Students can access Blackboard through UTEP's website ([www.utep.edu](http://www.utep.edu)) or directly at MyUTEP ([www.my.utep.edu/My](http://www.my.utep.edu/My)). Blackboard works best with Google Chrome or Mozilla Firefox. To learn about Blackboard features, visit:

[https://www.utep.edu/technologysupport/ServiceCatalog/BB\\_Students.html](https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html)

For Blackboard assistance please call the IT Helpdesk at 915-747-4357 or visit

<https://www.utep.edu/technologysupport/>

NOTE: While you can use your phone to access Blackboard and review the assignments, it is strongly discouraged, as the viewing capabilities are limited on mobile phones.

## **Course Communication:**

Here are the ways we can keep the communication channels open:

- Email: UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from your UTEP student e-mail account and please put the course number and time of the class in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name, and your university identification number.

- Announcements: Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

**Class drop:** The last day to drop the class with a “W” is October 31, 2025. The student MUST contact an advisor to drop this course. If a student does not drop the class with an advisor and stops coming to class, the student will receive an “F”.

COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

**Excused Absences and/or course drop policy:** According to UTEP Catalog, “At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of “W” will be assigned before the course drop deadline and a grade of “F” after the course drop deadline.” See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

**Accommodations Policy:**

The University is committed to providing reasonable accommodations to students with documented disabilities. Students who become pregnant may also request reasonable accommodations, in accordance with state and federal laws and regulations and University policy. Accommodations that constitute undue hardship are not reasonable. To make a request, please register with the UTEP Center for Accommodations and Support Services (CASS). Contact CASS at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

**Scholastic Integrity:**

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

**Guidance On Artificial Intelligence:**

AI prohibited

Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is not allowed for assignments in this class. Each student is expected to use critical and creative thinking skills to complete tasks and not rely on computer-generated ideas. Any direct use of AI-generated materials submitted as your own work will be treated as plagiarism and reported to the Office of Student Conduct and Conflict Resolution (OSCCR).

**Plagiarism Detection Software:**

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

#### **Course Resource**

UTEP provides a variety of student services and support. Please refer to the QR code below for a listing of campus resources.



## **Format for Weekly Report**

Internship in Marketing  
Company Name  
Student Name  
Semester  
Report # and Due Date

**Week events** Describe the major activities this week including training received, tasks performed, assigned responsibilities, and presentations attended, .... Provide anecdotes of these events relevant to Marketing.

**Coursework correlation** Describe how the events above relate to the coursework. For example, material from class is similar to the work activities, but how is different (academia and practice are often different). Provide insights into how material in class could be more relevant to practice.

**Benefits/Conclusion** Describe how this week has benefited you. Include new knowledge, application of school knowledge, interpersonal skills, and networking, .... Summarize the week.

**General Instructions** Two pages max. Single-spaced, Times New Roman 12 pts. Be detailed but concise. Do not repeat. Some weeks may be “limited” in what you can write (particularly at the end). That is understandable.

# Outline for the Final Report

Internship in Marketing

Student Name

Semester Due Date

## Table of Contents

1. Company Description page X
2. Job Description and Responsibilities page X
3. Training and Skills Gained page X
4. Relation to UTEP Marketing coursework page X
5. Conclusion page X

**Company Description:** Describe the company where you worked. Provide information about the company, the local facility, and work areas. Provide information (as allowed) about products, customers, volume, and main functions (local facility and your work department). 1-2 pages.

**Job Description and Responsibilities:** Describe what your job was. What were you responsible for? Main activities that consumed your time. Provide a timeline of how your internship evolved (10-20 most important events you perceive). 2-3 pages.

**Training and Skills Gained:** Summarize all the training you received and the skills you gained. 1-2 Pages.

**Relation to UTEP Marketing Coursework:** Describe how the internship correlates to your Marketing courses. Sparingly, you can include other business areas. List all Marketing courses you have taken and then correlate them to your internship. List good and bad relations and missing skills/ knowledge. 1-2 Pages.

**Conclusion:** Describe how the internship has benefited you. Include new knowledge, application of school knowledge, interpersonal skills, networking, .... 2-3 Pages.

**Appendix** Include a copy of the following items:

- 1) Job description/ initial offer letter
- 2) A photo of yourself working at the internship. It can be with the supervisor.
- 3) Link to the video with a one-paragraph description.
- 4) Letter from a supervisor with an overview of your progress during the internship (1 page).

Alternatively, the supervisor can send it directly to me at [djglenn@utep.edu](mailto:djglenn@utep.edu). General Instructions six to ten pages. You are expected to repeat the weekly reports but be consistent inside this document. Be detailed but concise.