

MKTG 492: Marketing Internship

This course is an on-the-job, career-oriented internship program for training in marketing and e-commerce. Variable credit of 3-8 hours is available. Admission to internship is limited to students who have completed 40 semester hours in the business core and concentration and have maintained a GPA of at least 2.50 in the major. Prior approval of both the business internship coordinator and the department chair is required before the internship is started. The internship may count as one three-hour elective course in the marketing concentration. 45 work hours for each internship credit are needed. Note: A student may not exceed a total of 8 hours for MKTG 492, ACCT 492 and BUAD 492 combined. Eligible for IP grading. Grading is Pass/Fail.

Credits: 3-8

Program: Business Administration