

## Faculty Senate Course Form

Effective Date: **Fall 2025**

Submission Date:

Department: Kelce Undergraduate School of Busi      College of: **Business**

Contact Person: Alex Binder      Prefix: **MKTG**

Create New, Revise, Inactivate, or Reactivate: **New**      Course #: **670**

### Course Form:

- Used to create new course numbers or new prefixes.
- Used to change Name, Grading, Hours, Description, Reactivate
- Used to inactivate a course from the current catalog. Courses are never deleted. They are made inactive and can be legislated to become active again.

#### 1. Purpose/Justification for the Changes:

We are not changing the course content, but rather aligning the course numbers and descriptions to better serve both students and faculty. This initiative aims to clarify and effectively manage our expanding internship program, which remains a priority for the Kelce

2. Is this related to, and/or affect, any other department/college/unit curricula or programs at Pittsburg State University? *If "Yes", please provide an explanation. Provide documentation of any discussions (e.g. copies of emails, memos, etc.) that have occurred.*

Yes       No

3. Is this course to be considered for General Education?

*If "yes" this requirement will need approval of the General Education Committee after the revisions have been approved by Faculty Senate. The General Education Course Approval form will also need to be submitted.*

Yes       No

4. Will this course be required of any education majors?

*If "yes," this requirement will need approval of the Council for Teacher Education before upload to "College Curriculum Legislation" in SharePoint.*

Yes       No

5. Will additional resources or costs be required?

Yes       No

If so, what will be needed?

6. Will any additional course fees be required (e.g. equipment, clothing, travel, licensing, etc.)?  
 If "yes," complete the Course Fee Form on the Faculty Senate website, it will need to gain approval of the President's Council.

Yes       No

7. Objectives/Student Learning Outcomes for NEW courses only, as it will appear in the syllabus:  
**Attach with upload.**

8. Assessment Strategies (e.g. exams, projects, university rubric, etc.), as it will appear in the syllabus:  
**Attach with upload.**

**Course Numbers cannot be changed, only created.**

	Existing	New/Proposed
Title:	Internship in Marketing	Internship in Marketing
Course Number:	<b>MKTG 620</b>	<b>MKTG 670</b>
Credits:	<b>1 to 3</b>	<b>1 to 6</b>
Grading System:	<b>Pass/Fail</b>	<b>Pass/Fail</b>
Pre/Co-Requisite(s):	permission of instructor required	Permission of instructor required.
Course Description:	Internship work experience in public, private, governmental, or not-for-profit business setting. The work experience must be approved by a departmental internship representative/faculty member. Students must enroll in the course during the same semester and time in which the internship occurs. Prerequisite: Permission of instructor required.	An approved, supervised professional work experience in marketing. May be completed at for-profit companies, non-profit organizations, government agencies, and schools. One credit hour is earned for every forty work-hours completed. Students must enroll in the course during the same semester in which the internship occurs. Permission of instructor required.

## Authorization Sign-Off

### Checklist

<input checked="" type="checkbox"/>	Required fields completed.
<input checked="" type="checkbox"/>	Syllabus attached for new courses
<input checked="" type="checkbox"/>	Assignment Strategies Attached

-Approved: Department Chair/Director

Date: 10/14/24

Signature, Chair/Director: \_\_\_\_\_

*Alexander D. Birch*

-Approved: College Curriculum Committee

Date: 12/16/24

Signature, Committee Chair: \_\_\_\_\_

*Jennifer Purcell*

-Approved: Dean of College

Date: 12/16/24

Signature, Dean: \_\_\_\_\_

*Paul W. Gair*

-Approved: Council for Teacher Education (if applicable)

Date: \_\_\_\_\_

Signature, Council Chair: \_\_\_\_\_

-Approved: University Undergraduate Curriculum Committee

Date: \_\_\_\_\_

Signature, Committee Chair: \_\_\_\_\_

-Approved: Faculty Senate

Date: \_\_\_\_\_

Signature, Recorder Faculty Senate: \_\_\_\_\_

Originating Departments(s): After completing this form, please upload it to the SharePoint, within the appropriate College folder, "Preliminary Legislation", to allow for review and questions. Any modifications should be saved as "original file name.v2.docx" and uploaded as well.

Following final College Curriculum Committee approval, please apply the appropriate signatures, and send them to your College Administrator.



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**Instructor:** TBD  
**Office:** Kelce Room 220  
**Hours:** By appointment – generally available between 8 AM – 4 PM, M-F  
**Phone:** 620- 235-2559  
**E-mail:** [kelceinternships@pittstate.edu](mailto:kelceinternships@pittstate.edu)

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### **Textbook**

NA

### **Catalog Course Description**

**MKTG 670: Internship in Marketing.** 1 – 6 credits. An approved, supervised professional work experience in marketing. May be completed at for-profit companies, non-profit organizations, government agencies, and schools. One credit hour is earned for every forty work-hours completed. Students must enroll in the course during the same semester in which the internship occurs.

### **Prerequisites**

Prerequisite: permission of instructor required.

### **Course Objectives / Learning Outcomes**

#### **Apply Theoretical Knowledge in a Professional Setting**

Students will integrate and apply core concepts of marketing, management, or international business in a real-world organizational context, simulating the responsibilities of an entry-level professional.

#### **Develop Practical Skills and Professional Competencies**

Students will gain hands-on experience, enhancing their technical skills, communication abilities, and work ethic while performing tasks aligned with a full-time entry-level position in their field of study.

#### **Critically Assess Internship Experience**

Students will evaluate the relevance and effectiveness of their internship experience through reflective analysis, preparing a comprehensive report that demonstrates their learning outcomes, professional growth, and insights gained from their work.



## **Course Outline**

Course work will be minimal with the primary focus being on field work in your internship opportunity. However, there will be an introduction, midterm, and final project.

## **Teaching Methods**

### **Individual Mentorship and Guidance**

The instructor will provide personalized mentorship, meeting with each student periodically to discuss their internship progress, address challenges, and offer feedback on how to best apply academic knowledge in the workplace.

### **Reflective Analysis and Feedback**

The instructor will review and assess students' final reports, offering detailed feedback on their ability to critically reflect on their experiences and connect them with course concepts. This process will help students develop their analytical and self-assessment skills.

### **Collaboration with Sponsoring Organizations**

The instructor will work closely with sponsoring organizations to ensure that students are receiving meaningful, relevant work experience. This will involve evaluating the performance reports provided by the organizations and using this input to guide student learning and professional development.

## **Canvas**

Announcements, assignments, and other resources for your use will be posted on Canvas. Regularly check Canvas for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: [geeks@pittstate.edu](mailto:geeks@pittstate.edu) or 620.235.4600.

Students are advised to access, and review material posted including (and not limited to) PowerPoint presentations, notes, study guides, schedules, and other learning material. Grades will be posted to Canvas. Students should periodically check Canvas to find any new materials added by the instructor.

## **Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.



- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

### **Communication**

The best way to contact me is through Canvas messages. You can expect a response from me typically within 24 hours Monday-Friday. On the weekends, you can generally expect me to respond within 48 hours.

### **Writing and the Writing Center**

If you struggle with expressing yourself in writing, contact the Writing Center @ PSU, located in AXE Library. This is a free service offered to all Gorillas. Contact them in time to allow you the opportunity to edit your work. They will conduct electronic consultations. Their website is [www.pittstate.edu/office/writing\\_center](http://www.pittstate.edu/office/writing_center). I suggest making an appointment early.

### **Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

### **Faculty Notification of Student Academic Progress**

Canvas will be kept up-to-date for current grades.

### **Note**

The instructor reserves the right to amend and to reorganize this syllabus at any time.

### **Syllabus Supplement**

The Syllabus Supplement provided by the University is incorporated by reference into this syllabus and is available through the following link:

[https://www.pittstate.edu/registrar/\\_files/documents/syllabus-supplement-summer-2019.pdf](https://www.pittstate.edu/registrar/_files/documents/syllabus-supplement-summer-2019.pdf).



### **Assignment Strategies**

1. internship representative/faculty member, will evaluate the student intern's work habits, technical competence and learning experiences while completing the internship. The sponsoring organization may use the evaluation form provided by the department, or its own evaluation form.
2. The sponsoring organization will execute an agreement with the student intern and compensation for the student intern will be determined by the agreement between the sponsoring organization and the student.

### **Grading/Credit:**

The grade for the course will be based on the sponsoring organization's evaluation of the student's internship performance and on an internship final project prepared by the student. The grade will be assigned by the internship representative/faculty member.

- Introduction – 25 points
  - o Your name, hometown, class (junior, senior, etc.), and your degree
  - o The company you will intern for
  - o The work you will be doing
  - o What you hope to gain from the internship
- Bi-weekly Journal Entries – Discussion – 8 entries, 12.5 points per entry – 100 points total
  - o Post one original thread and two replies to peer Kelce Interns
    - ♣ The original thread should be similar to a journal entry and include a minimum of four sentences covering at least 1) one new thing learned, 2) one challenge/struggle, 3) one thing you hope for next week, and 4) a picture of you on the job doing something related to your internship or with a colleague, etc.
    - ♣ The replies are meant to encourage interaction and connection with your peer Kelce Interns.
- Midterm Check in Assignment – 50 points
  - o Students will submit an overview video detailing how their internship is going. The video should be supported with a PowerPoint slide, use good lighting, camera placement, and the student should dress professionally. The video should be approximately 5 minutes long.
- Internship Final Project – 150 points
- Employer Evaluation – 50 points
  - o At the conclusion of the internship, the host employer will evaluate overall performance and submit it to the faculty or internship coordinator.

### **Other**

- Position Description Assignment – 10 points \*points do not count towards final grade
- Intro Call/Discovery Conversation – 20 points \*points do not count towards final grade



**KELCE**  
**COLLEGE OF BUSINESS**  

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**Pittsburg State University**

**Course Syllabus:**

Internship in Marketing

670\*01

Online

Asynchronous, Semester