MARKETING
PROFESSIONAL EXPERIENCE REQUIREMENT

CRITERIA
Appropriate professional opportunities can be found in virtually any type of professional environment: a small or large firm; a manufacturing or service company; a for-profit or nonprofit organization; a private, public, or government entity. Professional work experience can be paid or volunteer; part-time or full-time; completed during school or during summer break. The work experience must fulfill the following criteria:

- The student must complete a minimum of 135 hours in a managed environment.
- The student should be working on professional, career-related tasks and objectives.
- The job description should reflect at least 70% professional experience, and no more than 30% manual labor and/or menial tasks.
- The student should be applying knowledge and skills learned in class to further company objectives in a learning environment.
- The student is required to complete assigned paperwork to apply for experience to be counted toward his/her major requirement.
- The student will be enrolled in MK401, a 0-credit course, when initial paperwork is submitted.
- The student and employer are required to fill out an evaluation regarding the experience once the internship is complete or by finals week of the semester in which he/she is enrolled in MK401.

PREAPPROVAL
Students should seek pre-approval of the work to be performed. To do so, the student must:

1) Complete the Professional Experience Approval Form (page 2).
2) Provide a comprehensive job description reflecting at least 70% in-field, professional level experience requiring knowledge gained through coursework.
3) Compose three learning objectives in a Word document that the student would like to achieve while completing the experience (instructions below).
4) Set up an appointment with the Assistant to the Dean for Career Development to receive pre-approval (kbergman@jcu.edu or (216) 397-1967).

EXAMPLES OF INTERNSHIP TASKS
- Market research and analytics
- Promotional and advertising projects
- Social media
- Creating content
- Event planning and management
- Branding and consumer engagement
- Public relations
- Developing campaigns

LEARNING OBJECTIVES
In consultation with your supervisor, please identify three specific and measurable learning objectives, describing the project or task to be completed, how it will be accomplished, and how it will be evaluated. Please highlight leadership opportunities and special projects.
Please type out your objectives on a separate page and attach a formal job description.

MK401 COURSE REGISTRATION
Upon receiving pre-approval for your proposed experience, you will be registered for MK401. All requirements outlined on this document need to be met prior to graduation. Please return the attached form prior to the start of your last semester.
MARKETING
PROFESSIONAL EXPERIENCE FORM

STUDENT INFORMATION
Name: ____________________________________________________________
Address: _______________________________________________________________________________________________________
City/State/Zip: _______________________________________________________________________________________________________
Phone: __________________________ Email: __________________________
Banner#: __________________________ Expected Graduation Date: __________________________

PLACE OF PROPOSED EXPERIENCE
Organization: __________________________________________________________
Address: _______________________________________________________________________________________________________
City/State/Zip: _______________________________________________________________________________________________________
Supervisor
Name: __________________________________________ Title: __________________________________________
Work Phone: __________________________ Work Email: __________________________

POSITION
Student’s Title: __________________________________________
Commitment: Paid? Yes/No Hourly Rate: $________ or Stipend Amount: $________
Start Date: __________ End Date: __________ Expected Hours/Week: ______

Your signature below serves as confirmation that John Carroll University may contact your supervisor to confirm the information on this form:

Preapproval
Student Signature __________________________ Date __________
Approved by: __________________________________________
   Assistant to the Dean-Career Development Signature __________________________ Date __________

Final Approval
Student Signature __________________________ Date __________
Approved by: __________________________________________
   Assistant to the Dean-Career Development Signature __________________________ Date __________
   Supervisor Signature __________________________ Date __________

For office use only:
Semester: __________ CRN: __________ Registered by: __________ Date: __________ SGA: Y/N