

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Internship in Marketing

COURSE NUMBER: BMK 490

PRE-REQUISITE(S): BMK 305 and BMK 400

COURSE DESCRIPTION:

Practical work experience is imperative for University students in gaining employment in their chosen profession upon graduation. The focus of the internship is to gain exposure and skills in the business field. Internships have become a standard within most business curriculums. Internships have also become the distinguishing factor in recruitment selection amongst new graduates by employers. Companies today have fewer opportunities for entry – level positions; therefore employers today are looking for candidates with experience. The internship program aligns students with middle to senior level managers that assign them result based projects that give the student valuable work skills that are required in today’s job market. The skills students will acquire from the internship program will enhance their business knowledge and solidify their management skills.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

The student will learn about the different functions of the firm

Learning Objectives: The student will:

- A-1 Differentiate personnel job duties within the marketing departments.
- A-2 Evaluate differences between the advertising, public relations, marketing and promotional functions within the firm.

GOAL B:

The student will observe and interact with the marketing management team.

Learning Objectives: The student will

- B-1 Observe different management styles as they relate to the different functions of the firm

B-2 Evaluate the firms marketing mix, customers, product, price, place, and promotion

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