Course Syllabus
MKTG 4611 – Internship in Social Media Marketing
3.0 Credit Hours

Instructor: Dr. Tracy Cosenza
Director, Social Media Marketing Programs
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Closed Facebook Group: MKTG 4611
Office: FAB 319

Course Overview

MKTG 4611 Internship in Social Media Marketing gives you the opportunity to work for an organization to gain on-the-job experience. MKTG 4611 Portfolio Project will be approved and supervised by Tracy Cosenza, PhD. Credit allowed upon acceptance of final portfolio.

Pre-Requisites/Co-Requisites

You have to have taken MKTG 3340 and have taken or are currently taking MKTG 4630.

Required Texts and Related Materials

All instructions for completion of MKTG 4611 are uploaded in ecourseware.

Course Objectives

By successfully completing this course, students will be able to

- Acquire hands-on experience applying classroom knowledge to a real-world work experience.
- Validate theoretical principles in an actual work environment.

Fogelman College Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:
• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.

Course Methodology

The course requires 150 hours of actual work at the approved internship site. You are expected to meet the requirements of the academic course as well as the requirements of your internship supervisor. Specifically, you are to submit prior to starting your internship:

• Your offer letter
• Your social media internship description for review for credit
• Unofficial transcript
• Activate your internship course permit – after you have the above, forward to me and I will navigate you through the permit process.

Once you are approved for internship credit, you will be given your learning goals for the course. We will meet virtually unless you feel you need face-to-face interaction. The incremental projects and final presentation have due dates noted as a “week due” in the learning agreement. [Beginning with the week school starts as Week 1, the due date is the Friday of the week noted in the Learning Agreement Contract]. Specific dates are noted in Dropbox per incremental assignment.

Professor’s Expectations of Students

Specifically, I expect that you complete the MKTG 4611 Internship Portfolio in its entirety and in chronological order. The purpose is to help you develop the necessary skills for social media marketing management and consulting.

Student's Expectations of the Professor

In my role as your instructor, there are certain things you can expect from me including responding to your email within 24 hours (Note: If I have not returned your email within 24 hours, I did not receive your email. Please check the address and re-send your message), to provide feedback, and to be available to help you—however I need to hear from you as to the type of help you may need. I need clear questions in your emails—please carefully identify the course information in question.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades

Final course grades are earned according to the following table

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
</tbody>
</table>

p. 2
Below 600 | F |
600-629 | D- |
630-669 | D |
670-699 | D+ |
700-729 | C- |
730-769 | C |
770-799 | C+ |
800-829 | B- |
830-869 | B |
870-899 | B+ |

Your overall grade for the semester is based on how well you complete the following:

1. Learning Agreement Project Activities - All requirements are met. Content is easy to read and understand. There are little to no mistakes.
2. Video Presentation - Content expands on your project and internship experience. Overall appearance is professional and visually appealing.

A detailed description of each of the assessed activities can be found after the scoring summary table below.

**Summary of Graded Activities**

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Portfolio</td>
<td>60%</td>
</tr>
<tr>
<td>Video Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Evaluations</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**List of Formal Assessed Activities**

Although this course is based on gaining relevant experience during your internship, the following deliverables must have been completed by due dates.

1. MKTG 4611 Learning Agreement activities.
2. Internship Video Presentation.
3. Midterm Evaluations (both student and supervisor evaluations)
4. Final Evaluations (both student and supervisor evaluations).

**Final Exam Schedule**

There is no Final Exam for this course.
Course Policies

E-Mail

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance

When you are at your internship site, you are not only representing yourself but you are also representing the Fogelman College of Business and Economics. We expect you to be on time to work, abide by your internship site’s workplace policies, dress professionally or according to the site’s standards, and demonstrate respect and integrity to your colleagues and your supervisors. Remember that this internship is your opportunity to potentially have a career transition either with your current internship employer or future referrals from your internship supervisor. Make a positive and professional impression.

Adding / Dropping

If for some reason you cannot complete the internship, it is your responsibility to contact your advisor and drop the course, just like you would drop any other academic course. Failure to do so will result in a failing grade and possible financial penalties. Please take note of drop/withdrawal deadlines and plan accordingly to avoid any financial and course registration penalties.

Academic Integrity

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Course/ Jobsite Behavior

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

Late Assignments

Assignments and projects may be submitted anytime up to and including the date due. As a regular rule, I do not accept late assignments. If you have a major life issue such as severe illness, death in
family, etc., please contact me individually. In the workplace, we’re not allowed to miss deadlines due to time management and this course is a preparation for that career transition.

**Extra Credit**

There is **no** extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities described in this syllabus.

**Reporting Illness or Absence**

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

You will need to review the employer’s policy for reporting illness or absence.

**Inclement Weather**

You will need to review the employer’s policy for inclement weather.

**Syllabus Changes**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course opening page.

**Student Services**

Please access the [FCBE Student Services (opens in new window)](https://www.fcbe.fordham.edu/student-services) page for information about

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance