

MKT 4910 M01: Marketing Internship  
Spring 2024

**Credit(s):**

1-3

**Prerequisite(s):**

- 1) GPA of 3.0 and above.
- 2) MKT-3000 (Introduction to Marketing Management)
- 3) Junior standing or higher.
- 4) Fluent English and Spanish (300-

**Classroom:** N/A

**Instructor:** Gonzalo Moreno

**Instructor's Email:**



#### **6) Work Sample**

Students must submit a sample of their work. This will vary from student to student, depending on the nature of the internship. It can be a spreadsheet, a website, a press release, a report, etc., but prior approval of the artifact by the

Describe the most significant written document, report, or presentation which you had to complete.

- x Tell us about a recent successful experience in making a presentation. How did you prepare? What obstacles did you face? How did you handle them?
- x Describe a time when you made a suggestion to improve the work in your organization.
- x Give a specific example of a time when you had to address an angry colleague or customer. What was the problem and what was the outcome? How would you assess your role in diffusing the situation?
- x Describe a situation when you demonstrated initiative and acted without waiting for direction. What was the