



INTERNSHIPS & CO-OPS

Major: Marketing School of Business

Minor/Concentration: Professional Sales or Digital Marketing & Analytics

Website: <http://undergrad.business.uconn.edu/majors/marketing/>

Academic Year: 2016 – 2017

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| Course / grading: | MKTG 4891 or MKTG 4892 |
| Course co-requisites / grading: | N/A |
| Number of credits that can be earned: | One - Three |
| Course prerequisites: | MKTG 3101/BADM 3750; Junior or higher status; Consent of instructor required. |
| Minimum class standing and GPA: | Junior, N/A |
| Academic work requirements: | Internship Role and Responsibilities, Introspection and the Internship, Host Company Evaluation, Host Company Market Analysis/ Presentation |
| Can non-majors receive credit? | Yes; <i>non-business students can take BADM 4891 Marketing or BADM 4892 Sales, see website above for criteria.</i> |
| Internship is a graduation requirement for this program: | No |
| Additional information: | Can be paid. Course credit only offered during Fall, Summer Session and Winter Intersession. |

Sample internship opportunities for UConn Marketing majors:

Marketing Writing, Web Design, Brand Ambassador, Sales Management, Search Analyst, Marketing Intern, Promotion Intern, Business Development Intern

Sample organizations where UConn Marketing majors have interned

(Students may or may not have received academic credit through MAST 3991 for these internships):

**MTU Aero Engines, **BAE Systems, Rocky Hill Parks and Recreations, **Westinghouse, DCF, **Credit Suisse, Cross Cultural Solutions, **GenRe, Bisnow, **Aetna, CyVek, **Children’s Law Center, NYS Thruway, **Primacy, Big Night Entertainment Group, **UTC, Y&R, Caro Marketing, **Sirius XM Radio, **Univision, **Impact Branding and Design, Harvard Business Publishing, **Whirlpool Corporation, Atlas Holdings LLC, **Cigna, **Travelers, **New York Life, **The Creative Coalition, **Boston Red Sox, **Target

**** (recruits at UConn)**

Ways to find an internship:

Internships can be found on *HuskyCareerLink* via www.huskycareerlink.uconn.edu, or through online resources found at www.interncoop.uconn.edu.

For more information about internship policies in this department, please contact:

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