



INTERNSHIPS & CO-OPS

## Major: Marketing School of Business

Website: <http://undergrad.business.uconn.edu/majors/marketing/>  
Internship Page: N/A

Academic Year: 2017 - 2018

Course; Grading:	MKTG 4891 / 4892; Satisfactory (S) / Unsatisfactory (U)
Course co-requisites; Grading:	N/A
Possible number of credits:	One - Three
Course prerequisites:	MKTG 3101/BADM 3750; Consent of instructor required.
Minimum class standing and GPA:	Junior; 3.00/4.00
Academic work requirement:	Internship Role and Responsibilities, Introspection and the Internship, Host Company Evaluation, Host Company Market Analysis/Presentation
Can non-majors receive credit?	Yes; please see description, or contact major/department directly for possible restrictions
Internship is a graduation requirement for this program:	No
Additional Information:	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 MKTG 4891 / 4892 for these internships):

\*\*Aetna, \*\*UConn Health, \*\*UTC, Y&R, \*\*Caro Marketing, \*\*Sirius XM Radio, \*\*Univision, \*\*Impact Branding and Design, \*\*Harvard Business Publishing, \*\*Whirlpool Corporation, \*\*Cigna, \*\*Travelers, \*\*Boston Red Sox, \*\*LL Bean, \*\*Voya Investments, \*\*Horizon Media, \*\*Shire Pharmaceuticals, \*\*Avid Marketing Group, \*\*Boston Scientific, \*\*Abbott Nutrition, \*\*Enterprise, \*\*Mass Mutual

### \*\* (recruits at Uconn)

### Ways to find an internship:

Internships can be found on *HuskyCareerLink* via [www.huskycareerlink.uconn.edu](http://www.huskycareerlink.uconn.edu), or through online resources found at [www.interncoop.uconn.edu](http://www.interncoop.uconn.edu).

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

Dr. William Ryan, Instructor in-Residence  
School of Business, Room 331  
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860-486-5392

[www.interncoop.uconn.edu](http://www.interncoop.uconn.edu)  
[internships@uconn.edu](mailto:internships@uconn.edu)  
[careercoop@uconn.edu](mailto:careercoop@uconn.edu)  
860.486.3013

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