

# 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
Couse 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)

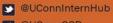
#### Ways to find an internship:

Internships can be found on *HuskyCareerLink* via www.huskycareerlink.uconn.edu, or through online resources found at 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 william.ryan@uconn.edu 860-486-5392

www.interncoop.uconn.edu internships@uconn.edu careercoop@uconn.edu 860.486.3013



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