MARKETING
Academic Internships
(MKTG 495)
The primary purpose of the Marketing academic internship is to provide students with practical perspectives on the academic concepts and theories studied in the classroom. Apart from the internship, students must complete two written papers and two employer evaluations for a grade. The course can be taken for credit/no credit. Students taking MKTG 495 MUST visit the course website for full information: http://business.fullerton.edu/marketing/internship/marketing_internships.htm

Prerequisites:
- At least junior (3rd year) class standing
- Completed at least one semester at CSUF
- GPA at least 2.5 (overall, and Marketing)
- Completed at least one upper division marketing course beyond Principles of Marketing
- Obtain departmental verification and permit to complete registration
- See Department website for instructions

Faculty Internship Coordinator:
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Department Information:
Website: www.business.fullerton.edu/marketing
Location: SGMH 5214
Tel: (657)278-2223

What is an Academic Internship?
At Cal State Fullerton, academic internships are credit-bearing. Students enroll in an internship course and complete course requirements. The number of units you receive depends on the number of hours you complete at your internship site.

3 units = 120-150 hours
An academic internship is a work-learning partnership between a student, the university, and a host company or organization that bears a direct relationship to a student's major and professional goals.

Finding an Internship
Students are responsible for seeking and securing internships for themselves. There are two ways you search:

Option one: Find an internship in Titan Connection
Visit www.fullerton.edu/career
➢ Click on Students > Jobs & Internships
➢ Click on View Jobs & Internships on Titan Connection
➢ Login using your campus portal
➢ Fill out the subsequent survey if you have never been to this page before
➢ To upload a resume/cover letter, point to the Documents tab and click Documents. Click Add New and browse to document to upload.
➢ Point to the Jobs & Internships tab and click Titan Connection Jobs
➢ Click the Intern (academic/for college-credit)* tab
➢ Enter relevant keywords and click Search

Option Two: Find your own
If you secured an internship at a site that is not already registered in Titan Connection, complete a short online request form and an immediate email with instructions will be sent to you and your site supervisor. Simply visit fullerton.edu/cice/students and select My Academic Internship Site Isn’t Registered in the left menu column. Please allow up to 3 weeks to finalize your site registration.

INTERNISHIP OUTSIDE OF THE US
Please contact CICE a minimum of 3 months before the semester you plan to take your internship in. If your internship is through a third-party agency contact the Study Abroad office at sabroad@fullerton.edu or 657-278-4594.

Registration Instructions
1. Complete CICE Registration (Academic Internship site must be registered and approved PRIOR to your start date):
   ➢ Navigate to http://www.fullerton.edu/cice
   ➢ Under “For Students” Click on CICE Registration
   ➢ Log in using your Campus username and password and select: Academic Internship
   ➢ During registration, print the Internship Course Approval Form
   ➢ Enter all information as required clicking “Continue” to progress
   ➢ Print the Registration Complete page for your instructor if required
2. Once permitted, enroll for MKTG 495 internship class on Titan Online or through the CSUF Admissions Office

International Students
CPT and Registration Steps:
All international students are required to obtain a CPT I-20 before beginning an internship. Contact the International Students & Scholars Office (ISS) office for full information before beginning your internship search to understand the process and timelines.

Need Assistance?
Visit Us: Langsdorf Hall 206
Hours: Monday-Friday 8am-5pm
Call Us: (657) 278-3746
Email Us: cice@fullerton.edu

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