



# 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.

### Prerequisites

- At least junior (3<sup>rd</sup> year) class standing
- At least a 2.5 GPA
- 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

**Dr. Irene Lange**  
SGMH 5214  
(657) 278-2223  
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### Department Information

**Website:** [www.business.fullerton.edu/marketing](http://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.



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

### 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

- Navigate to the **CSUF homepage**, [www.fullerton.edu](http://www.fullerton.edu)
- Log in to you Portal
- Under **Quick Links** on your Student Portal page, click on **Career Center**
- If you have never been to this page before, you may have to fill out a short form to access the database
- Click on **Jobs & Internships** on the blue toolbar on the left
- Click on **Jobs & Internships on Titan Connection**
- Click on **Jobs & Internships** on the toolbar at the top toolbar on the webpage
- Highlight and Click **Titan Connection jobs**
- Highlight **Academic Internships** under position type
- Click **Search**

#### Option Two: Find your own

If you found a site on your own and were offered to complete your academic internship there, great! Simply ask the agency or organization to register in our database on our website, [www.fullerton.edu/cice/academicinternships.htm](http://www.fullerton.edu/cice/academicinternships.htm). **Please allow a minimum of 3 weeks to complete site registration**

### Registration Instructions

1. Complete CICE Registration (site must be registered)
  - Navigate to <http://www.fullerton.edu/cice>
  - Under "Students" Click on **CICE Registration**
  - Log in using your Campus username and password and select: "Academic Internship". *Note: International business majors completing MKTG and MLNG internships in one semester can add both courses on the **Courses** page. Consult MLNG Info card for registration requirements.*
  - During registration, print the **Internship Course Approval Form**
  - Complete CICE Registration
2. Take the Internship Course Approval Form to your department(s) for signature and to be permitted
3. Enroll for MKTG 495 internship class on Titan Online or through the CSUF Admissions Office

### International Students

International students must obtain a **CPT I-20** from the International Education and Exchange (IEE) office in UH-244. The following additional registration steps are required:

1. Obtain an official internship offer letter from your site (must be signed by your supervisor and include your start date)
2. When completing the CICE Registration, print the following forms:
  - a. Internship Course Approval Form
  - b. Consent Form
  - c. Registration Complete Form.
3. Take the CICE Registration forms and offer letter to CICE for signature before visiting department for permit
4. Submit all forms to IEE to process CPT I-20