

MKT 4445

Internship in Marketing Report Guidelines

Writing Your Report. Your report should consist of at least three major sections: (1) description of your internship company, (2) description of your internship duties and responsibilities, (3) analysis of marketing concepts. In terms of approximate emphasis and relative length, place about one-third on each. Because every internship is unique, you may find it necessary to place more emphasis on one than on the other sections. Do not let any of these sections fall below 20% emphasis or relative length.

- 1. Description of your Internship Company.** Here are some possible areas of your description. Describe the relevant operations of your internship company. You may want to describe its product/service lines. Historical information on its growth or movement into or out of markets is also useful. The organizational structure can be related. With very large companies, you may need to restrict most of your descriptions to your division or a more specific area of the company in which you are working.
- 2. Description of your Internship Duties and Responsibilities.** The purpose of this section of your report is to communicate the specific duties, activities, assignments, functions, tasks, responsibilities, requirements, and other experiences that were involved in your internship. Creative ways interns have written this section include: job descriptions, diary or chronological description of experiences, compilations of memos and/or other directions from superiors, and straight narrative.
- 3. Analysis of Marketing Concepts.** This section is the most important in that it is where you identify specific marketing concepts you are applying, ones you see being applied by the company either correctly or incorrectly, and/or ones you do not see being applied but that you believe should be applied. In this section, you should draw not only from your experiences, but use marketing textbooks, company records and other materials, and references such as trade journals, business periodicals, or other sources.

Report Format. Your report should be in professional format either printed copy or electronic file. Use standard report appearance meaning that you should have a title page, major headings, subheadings, minor subheadings (if appropriate), references noted in the text where necessary, and a list of references. Make use of exhibits and visuals but limit them to a maximum of 20% of your report pages. Use no larger than 12 font size; any font type is acceptable.

Report Length. The required minimum length is **25 pages for a 3-hour internship (100 hours of practical work experience) and 50 pages for a 6-hour internship (150 hours of practical work experience)**. Text pages should be double-spaced. This length requirement includes exhibits, tables, but not the references or title pages.

Report Due Date. YOUR REPORT IS DUE TO YOUR LSU SUPERVISING INSTRUCTOR BY 3:00 p.m. on the last Friday class day of the semester enrolled (Refer to LSU Academic Calendar for specific date).

Note: This is a PASS/FAIL course.