SAM 3910 Internship Experience Guidelines

1. Type of Internship – there are many specific types of internship opportunities for students. To help sort through those opportunities and provide focus for your search and internship structure the types of internships can be categorized into 3 areas.
2. Corporate Internships
3. This type of internship is based with an internship partner, is an established internship program including application processes, standardized internship forms, and internship position description. The primary responsibility for the internship design is with intern partner and student (with faculty sign off). This internship is usually more structured (have same position descriptions as full time employees) and only require BSAM student to provide all documentation (info on internship program and position). If the scope of the internship requires additional activities then a “mini-project description” may be required.
4. Offsite corporate internships – while most corporate internships are onsite I have found some organizations that monitor internships remotely (similar to telecommuting). However…most that I have observed have some local/regional connection (agency or office) that requires some onsite activity or contact.
5. On site project –based internships
6. Project driven - This type of internship is based on an approved project completed with the partner. These projects can be individual, pairs, or a team internship. This internship must have a project scope, deliverables, and schedule approved. The primary responsibility for the internship design is with faculty, partner, and student. This type of internship project must be approved by the BSAM Intern Administrator and should be pre-approved **before** details and internship documents are submitted to ensure the project scope is acceptable. This type of internship is very flexible because the project determines the scope, activities, and intern responsibilities. These can be designed to maximize skills or career focus areas. An important aspect of this type of internship is that the project starts and finishes within the internship timeframe (semester) and is completed by the intern. Non-Disclosure Agreement is required.
7. Position driven – Many companies (small and large) in a variety of industry sectors do not have formal internship programs or internship positions. Some of these companies often desire to start an internship program or have interns working for them on a regular basis. These internship opportunities require the Intern Partner, Student, and BSAM Internship Administrator to design the internship position….so this internship is designed in a project format that includes documenting the internship position as well as performing some known activities of the future internship. One of the main outcomes of this type of project would include an intern position description, intern responsibilities and activities list with corresponding performance evaluation. As an example…if a marketing firm (or marketing department) wanted to regularly staff an internship position that surveyed customers (customer satisfaction) this original internship would include the documentation of the internship activities and responsibilities and begin work on a customer satisfaction project (survey design, sample design, web-based survey coding, measurement plan, dissemination plan, etc.)…then the next intern could be brought in to execute his/her customer satisfaction project. Non-Disclosure Agreement is required.
8. Offsite project-based internships - This type of internship is based on an approved project completed for a partner…presenting a project to a partner. This internship must have a project scope, deliverables, and schedule approved. The primary responsibility for the internship design is with faculty and student (with partner input). Examples of these types of projects include market research or other survey work, promotional material design work, etc. These types of projects normally do not need the intern on site but would require some initial site interaction (i.e. needs assessment and project description approval) and end of project interaction (project presentation is required for this type). This project type is the most flexible but does require the most structure so that intern partner’s needs are satisfied and intern monitoring is maintained. Non-Disclosure Agreement is required.
9. Internship Partner
10. All industry sectors are appropriate (manufacturing, finance, not-for-profit, government, retail, etc.)
11. Employers are acceptable internship partners using the following guidelines;
12. SAM 3910 is an internship experience that provides students (including working students such as yourself) with an opportunity to expand your skill/knowledge set. The Internship Experience is not an experiential credit course (credit for past experience).
13. You can work on a project for your existing employer…it must be work in addition to your regular work as a new project and must be a minimum of 120 hours that does not overlap with your existing work activities or responsibilities (no double dipping).
14. You must complete the cover sheet, project description (scope, deliverables, schedule), and learning plan and have those approved and signed by your intern Administrator and faculty supervisor.
15. Developing your Internship experience
16. Take ownership of your learning experience (Check out [www.onetcenter.org](http://www.onetcenter.org) data base for skills and career information)
17. Skills approach – identify a discreet set of skills that you would like to develop and then find a project and intern partner that would provide an opportunity to learn and execute those skills
18. Career approach – identify a career path with specific positions that you would like to pursue upon completion of your BSAM degree. Find intern partners in those industries, fields, or positions where you can gain exposure and project application opportunities.
19. Use your professional network to connect with organizations with viable and exciting project internship opportunities
20. Work with a local employers that you know to design and frame your project
21. Contact local employers and introduce yourself (have resume and internship documents available in electronic and hard copy format) and discuss opportunities for an internship
22. Use the BSAM Internship Administrator or BSAM faculty member to design and frame your project
23. Contact Professor Hoyt at hoyt@ohio.edu