



HOFSTRA  
UNIVERSITY

FRANK G. ZARB SCHOOL OF BUSINESS

*".. a quality education that prepares professionals for a dynamic, globally-oriented environment"*

DEPARTMENT OF MARKETING & INTERNATIONAL BUSINESS

### ***Guidelines for an Internship paper***

An internship paper is typically customized based on the types or jobs of internships students have, and also upon specific instructions some faculty advisors provide to see what it is exactly that students got out of their internship. Also, the length requirements of the internship paper (see below) vary greatly based on the numbers of credits students are taking (in other words, a 1-credit internship's paper such as possible with the MKT174 is expected to be shorter than the paper required for a 3-credit internship such as for MKT185).

The internship paper is a requirement in addition to the 'Internship Evaluation Form' that the company/organization has to fill out in order to provide an evaluation of the interning student's performance. The evaluation by the supervisor in the company/organization is to be used in conjunction with the internship's term paper and helps to determine the final grade for the internship course.

All forms of internship (undergrad MKT174, IB174, MKT185, IB185, and graduate MKT329, IB329, MKT330 & IB330), irrespective of hours worked or the number of credits associated with the internship, require an full-fledged internship paper AS AN INTEGRAL PART OF the internship course requirements. There is also an internship journal which is to be kept by the student while interning and which is also a required component of internships.

#### ***Basic internship paper requirements***

##### **Length:**

- ( a ) about 20-25 pages written material for the 3-credit MKT185 or IB 185 or MKT330 or IB330
- ( b ) about 8 pages of written material for a 1-credit MKT174 or IB174 or MKT329 or IB329
- ( c ) about 15 pages of written material for a 2-credit MKT174 or IB174 or MKT329 or IB329
- ( d ) about 20 pages of written material for a 3-credit MKT174 or IB174 or MKT329 or IB329

##### **Subject matter of the internship paper:**

- ( a ) summary of the student's experience of the internship (e.g., teamwork, etc.)
- ( b ) a brief history of the company/organization and its competitive position in the marketplace
- ( c ) a discussion of the aspects of marketing, or international business, that the student faced during the internship (e.g., a student working with a music company may address the impact of downloading music on the industry, etc.)
- ( d ) competitor analyses including the types of competitive marketing programs the company/organization utilizes, etc.
- ( e ) a discussion of the managerial implications (e.g., how you would apply the experience from the internship to other real-world business settings, and how would you use this knowledge to come up with suggestions/recommendations/assistance to managers). This discussion should primarily focus on the specific area on the internship (e.g., marketing communication, promotion, export & import, etc.) that the internship dealt with.
- ( f ) a bibliography with recent material that relates to the topic of the internship as well as the discussion presented in the internship paper