Syllabus
Marketing Internships
BMGT 357
Second Summer Session 2021

Instructor:
Mary Harms
3462 Van Munching Hall
E-Mail: mharms@umd.edu

Office Hours:
Upon request

Office Phone Number:
301-467-3992 (cell)

Class time and location:
Class does not meet as a group--Feel free to contact Professor Harms with your questions by phone or e-mail. Professor Harms will be posting announcements to guide you through the course throughout the semester.

Textbook:
None required but the BMGT 350 text is very helpful.

Prerequisites of the course:
BMGT 350. Restricted to BMGT students with 60 credits.

Description of the course:
This course is a supervised work experience in marketing. As an upper level undergraduate, it offers important benefits to you, including: 1) the opportunity to earn credit while exploring a career in marketing, and 2) the chance to apply concepts learned in marketing courses to real problems faced by firms.
In addition to your on-the-job experience, you will complete a marketing audit of your firm and a self-evaluation of your internship performance. In your marketing audit, you will evaluate your firm's organizational structure and marketing strategy. Based on your audit, you will make recommendations for the future direction of your firm's marketing strategy. In your self-evaluation, you will evaluate your internship experience in relationship to your career goals.

**Objectives of the course:**
- Understand and apply concepts learned in marketing courses in a business environment
- Evaluate various marketing careers from perspective of personal career goals
- Understand how to work in a business environment
- Further develop your critical thinking skills

**Course Evaluation of the Student’s Performance in the Class**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>5</td>
<td>Internship Goals</td>
</tr>
<tr>
<td>75</td>
<td>Marketing Audit</td>
</tr>
<tr>
<td>10</td>
<td>Student Self-Evaluation</td>
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<tr>
<td>10</td>
<td>Supervisor Evaluation</td>
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<tr>
<td>100</td>
<td>TOTAL</td>
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**Grades will be computed using the following guidelines:**
- A+ 97-100
- B+ 87-89
- C+ 77-79
- D+ 67-69
- A 93-96
- B 83-86
- C 73-76
- D 63-66
- A- 90-92
- B- 80-82
- C- 0-72
- D- 60-62
- F <60

The course will be available through CANVAS.

**Academic Integrity:**
"The University’s Code of Academic Integrity is designed to ensure students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following website for more information on the University's Code of Academic Integrity:
http://www.inform.umd.edu/CampusInfo/Departments/JPO/AcInteg/code_acinteg2a.html

The University’s Code of Academic Integrity prohibits academic dishonesty. In this course, academic dishonesty includes cheating and fabrication. Cheating is defined as intentionally using or attempting to use unauthorized materials, information, or study aids in any test or in the final project. This includes copying as little as ONE SENTENCE from any publication or another student’s work, unless it is cited with an endnote or footnote. Violations of academic integrity will be prosecuted in accordance with University policy.

**Students with disabilities:**
Please inform me of your needs at the beginning of the semester. I will then consult with the department chair and the Disability Support Service in order to determine and implement appropriate academic accommodations.

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The University of Maryland, College Park has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit [http://www.shc.umd.edu](http://www.shc.umd.edu).
A little bit about the instructor:
Mary Harms joined the faculty at University of Maryland in the fall of 2001. She currently teaches Digital Marketing, Marketing Strategy, Principles of Marketing for Business Minor, Retailing and Design in Marketing at the undergraduate level. During her academic career, she has taught undergraduate courses in retailing, services marketing, principles of marketing, strategic marketing, integrated marketing communications along with an honors seminar on creativity and leadership in business. In 2005, she was a finalist for the Allen J. Krowe award for teaching innovation and also the Legg-Mason technology award for faculty. She received the Krowe/Legg-Mason award in 2006, 2010 and 2019 for teaching effectiveness. Professor Harms taught for 20 years at Iowa State University in Ames, Iowa where she was awarded the Top Teaching Award by the college's Business Council twice.

Harms is the faculty champion for the Strategic Design Fellows Program. She has led study abroad programs to London, Paris and Amsterdam, Australia and Italy. She was the co-faculty advisor for terpAMA, the student chapter of the American Marketing Association, for 10 years. After becoming the AMA faculty advisor, the College Park chapter won awards consecutively for 13 years consecutively at the International AMA Collegiate Conference. Professor Harms has also served as the internship coordinator for the marketing department for the past 17 years.

In 1976, she and her late husband started a business in their garage that grew into a vertically integrated chain of 7 active sportswear stores in Iowa and Colorado along with a wholesale manufacturing facility. She sold the business in 1995. In 1983, she created a chain of 4 decorative home accessories shops. Both that chain and a graduation apparel renting business were sold in 2000. She and her late husband were recognized for their entrepreneurial efforts.

ASSIGNMENTS

1. Submission of 3 personal professional goals and 3 company/organizational goals for the internship as well as a selfie taken in your business environment
   Due: Submit through Canvas by July 1\textsuperscript{st}, 2021
   One page. You will elaborate on these goals in your self-evaluation at end of course.
   Three personal professional goals should be focused on ways that you want to improve yourself professionally such as always being on time, increasing your usage and understanding of marketing terminology, dressing more professionally, improving your oral or written communication skills, becoming more proficient at a skill used in marketing.
   Three company/organizational goals should be developed with your supervisor. The goals should be tangible projects that you can deliver to the company and, as a result, create value for the firm.

2. Marketing Audit

   Your assignment is to conduct a marketing audit of the organization in which you are doing your internship. This assignment is designed to apply to a broad spectrum of firms and non-profit organizations. Critical thinking will be important to demonstrate to me through the paper. Be careful to allow enough space within the paper for the sections that are more heavily weighted. With that in mind, below is a basic outline to follow in doing your analysis.

   - Your audit should be based on a combination of:
     Library research on your organization and the environment in which it's operating. This can be done by accessing library databases through the Internet. \textit{This does not mean relying on company Web sites!} It should be objective.
• Interviews with marketing managers
• Materials provided by your company, and
• Your own observations.

Keep in mind that your ideas count! If you disagree with what you are told by a marketing manager, be sure to say so in the paper.

Your market analysis MUST include each of the five sections presented in the outline. If you wish to make modifications in order to suit your own internship situation, discuss these with Prof. Harms beforehand.

Your paper should be at least 20 pages (single-spaced, with headings, subheadings and lines of active white space between paragraphs), **but no more than 30 pages**, including exhibits and a list of references. This may seem long to you at first; however, if you have done your research thoroughly, you will find that you have more than enough information to fill at least 20 pages.

Use 11-point Arial font with 1" margins on the left and right and 1" on the top and bottom.

**I. Introduction (5%)**: Provide background information on your firm. This should include stating the industry it’s in, type of ownership, location(s) and mission statement.

**II. Analysis of Organizational Structure (10%)**:

A. Present an organization chart. Show the structure of your firm, including positions of responsibility and lines of authority. Show how marketing positions fit into the overall structure of the firm.

B. Describe the responsibilities of persons in marketing positions. This information should come primarily from interviews with managers. Keep in mind that even if your firm or location has no marketing department, someone must perform marketing functions.

IN WRITING THE NEXT TWO SECTIONS, YOU SHOULD PLAN ON DOING SOME ONLINE LIBRARY RESEARCH. THE LIBRARY DATABASES ARE EASILY ACCESSIBLE THROUGH THE INTERNET.

**III. Analysis of Marketing Strategy (20%)**:

A. Segmentation strategy. Describe the target customer. If the target customer is other
businesses(B2B), present information on geographic location, type of industry, company size, and product end-use. If the target customer is the consumer, present information on socioeconomic, demographic, and psychographic characteristics. Keep in mind that your company may have more than one group of target customers.

**EXAMPLES:**

*Southwest Airlines has business and leisure travelers of all ages, income levels, etc.*

B. Analyze the marketing mix. Include the elements of the marketing mix, as specified below. Refer back to your marketing textbook for help with this! Include detailed information with specific examples.

Listed below are examples of the type of questions you should be answering in your analysis. You can add, subtract, or modify information in this section to reflect the marketing mix of your organization. If you have questions, please contact Mary Harms.

1. **Product Strategy:** *(Remember, a product can be a tangible good and/or an intangible service)*
   a. Category or categories offered
   b. Product Mix (width, depth, consistency)
   c. Branding policy: Give the name(s) of brand(s) in the product mix. Does your company use individual or family branding? Show the trademark(s) of your company's brand(s).
   d. Brand (or corporate) image.
   e. Evidence of product innovation

2. **Pricing Strategy:**
   a. Position in market (e.g., discount, moderate, upscale) Do they use price skimming or price penetration?
   b. Type of pricing (e.g., cost-based, demand-based, competitor-based)

   **Note** that if you are in a business-to-business operation, pricing may be determined by negotiation. If this is the case, discuss the process.

3. **Communication Strategy:**
   a. Advertising: Is message institutional, price or product-oriented? What advertising messages are currently being used? What media are used? Give examples! (e.g., print, broadcast, online)
   b. Direct marketing (e.g., direct mail, telemarketing, Internet)
   c. Personal Selling: Describe your company's approach to personal selling. How do sales representatives communicate with the customer? In person, by telephone, or electronically? What efforts do the sales representatives make to develop a "relationship" with their customers?
   d. Sales Promotion: Describe your company's sales promotion program. Examples of tactics include, but are not limited to: consumer promotion (coupons, premiums, contests, samples, point-of-purchase display); trade promotion (trade allowances, push money, training,
participation in trade shows)

e. Customer service. What efforts does your company make to support its products after-sale?

f. Describe the company or organization’s online presence—website, Facebook, Snapchat, Instagram, LinkedIn, Twitter and Pinterest.

4. Distribution:

Describe the channel through which your company’s products are marketed. Provide a diagram (or diagrams) showing the location of your organization in the channel.

EXAMPLE:

L.L. Bean uses a direct distribution system, in which it sells its products directly to the consumer through its retail store, catalogs, and the Internet.

Godiva (the chocolatier) uses a direct distribution system, and a system in which there is one middleman. In the one middleman system, sales representatives sell to retail stores that resell Godiva products to consumers.

IV. Analysis of the environment in which your firm is operating (25%):

Library research is essential in this section! The UMD library has a wealth of databases that you can access either through VBIC, or directly through the University’s Web site.

A. Consumer trends. Identify and discuss trends that may influence the behavior of your firm’s target markets (e.g., demographics, lifestyle, confidence levels, satisfaction). Be sure to give as many facts (including statistics, if relevant) as possible. Be sure to cite your references.

EXAMPLE:

More people have smartphones creating demand for mobile web sites for companies.

B. Economic trends that are influencing your company’s customers and end users (income, interest rates, inflation)

C. Industry trends - Trade journals for the industry and ibisworld.com are excellent sources. Discuss how the industry has been impacted by the pandemic.

EXAMPLES:

In consumer electronics, discount stores are fighting the “showrooming” trend where customers come to look at products in the store but then buy them online--using the store only as a showroom. “Webrooming” is also a trend where consumers research a product online and then purchase in the store.

D. Competitive situation.

Evaluate the level of competition in the industry in which you are working. IBIS World is an excellent source. You can ask your supervisor who they consider to be competition for the business but I also suggest that you explore this on your own as they may not realize who is a competitor.

Identify at least three other organizations selling similar goods or services. Compare the marketing mix of those firms to the marketing mix of your firm on at least two dimensions. What
element or elements of the marketing mix does your firm use to gain a competitive advantage?

EXAMPLES:

Nordstrom competes with Bloomingdale’s and Macy’s. It gains a competitive advantage through superior customer service.

Netflix offers streaming entertainment as does Apple +, Disney+, etc. Netflix’s competitive advantage is their proprietary programming. Disney+ has a huge catalogue of movies as a competitive advantage and an well-known name in family entertainment.

E. Trends in technology. Identify and discuss changes in technology that may affect the marketing strategy of your firm. Be sure to discuss both the internet and computerization.

EXAMPLES:

Hotel chains such as Marriott used computerized information systems to build databases including detailed information on their customers’ personal characteristics and buying habits. This information is used to develop “preferred customer” programs that create long-term relationships.

F. Legal and regulatory trends.

EXAMPLES:

The pharmaceutical and medical device industry is heavily regulated.

V. SWOT Analysis and Recommendations for strategy (35%):

If your company is primarily a service-based business, you will want to evaluate the service offering here. Please check announcements on both services marketing and SWOT analysis.

Consider your analyses of environmental trends vis-à-vis the marketing mix of your company. What are the strengths and weaknesses of your firm compared to its competition? What threats do you see? What opportunities are there? What changes in marketing strategies would you propose for the next five years? Create a table to summarize the SWOT and then discuss each entry in more detail. Remember, Opportunities and threats occur outside of the company but impact the company’s strategy and business dealings.

I will be looking for critical thinking in this section, not just a regurgitation of the facts.

After thoroughly analyzing the situation, I want to see that you have carefully thought this through and developed strong strategic solutions. This is usually the section that students have the most difficulty with as they have either not left enough time and/or space for their answers.

VI. Overall Presentation - 5 points

A. Professional in appearance – cover page, detailed table of contents, headings, subheadings, page numbers, etc.
B. Spelling
C. Grammar
D. Appropriate use of marketing terms
Format:

This paper should be at least 20 pages long (single-spaced), including exhibits and a reference list. Please use headings and subheadings to help you organize your work and improve readability. While I have written these guidelines in paragraph form, please do not write your paper in outline format. Be sure to keep paragraphs under 8-10 lines with a line of leading between each paragraph.

Use a 11-point Arial font, left-justification, and 1-inch margins on the sides and 1” on top and bottom. Also, be sure to include page numbers.

The citations in your paper should be specific enough so that I can locate the information easily if I need to. If, for example, you cite information from a Website, the complete URL should be included in the reference list. If you cite information from either a book or a magazine or newspaper article, a specific page should be cited. Do cite any interviews you have with company employees. I recommend using MLA for acknowledging sources used. Feel free to use endnotes, rather than footnotes.

In writing your paper, keep in mind that not all sections are equally important. In grading, the weight of the sections will vary from 5% (Introduction) to 35% (SWOT Analysis and Recommendations for strategy). Factors influencing your grade will include content (completeness and accuracy), organization, and quality and clarity of presentation. Please make your presentation as professional looking as possible. Please note that if your paper is not carefully edited, your grade will be adversely affected. This means that your grammar, punctuation, and spelling should be of professional quality.

Helpful Hints - Try to avoid the following common grammatical errors:

• Using "it's" as the possessive. "It's" means "it is". The possessive is "its."
• Using singular nouns with plural pronouns. When you refer to "the firm", the correct pronoun is "its", not "their". Similarly, when you refer to "the consumer" the correct pronoun is "he" or "she".
• Not underlining or italicizing the name of a periodical in either the text or the reference list (e.g., The Wall Street Journal or The Wall Street Journal).

NOTE: Failure to use good grammar will have a negative effect on your grade!  

Plagiarism: Plagiarism, which involves using someone else's ideas or words as your own, is unacceptable and will be prosecuted in accordance with University policy. Keep in mind that if you quote someone, the words MUST be placed in quotation marks. It is NEVER appropriate to copy material from annual reports, magazines, books, newspapers, or any other printed material (including web sites) without placing the information in quotes.

Consistent with University Policy, please include on the cover sheet of your paper the following statement of academic integrity:

"I pledge on my honor that I have not given or received any unauthorized assistance on this assignment." ___________________ (your signature)

This assignment is due by 11:59 p.m. on Tuesday August 17th. There will be a 10-point reduction in points for each day the project is late. Your self-evaluation will be due on Thursday, August 17th by 11:59 p.m.

[1] Please submit the paper electronically through Canvas
[2] Failure to use the library databases sufficiently in your analysis will detract from your grade. Threats in your SWOT analysis should be selectively derived from Section IV. Recommendations for strategy should be based on your SWOT analysis.

Remember, this is a project that you can take into an interview to show your written
communication skills and level of competency in marketing. Please be sure to check with your supervisor as far as confidential information in your audit. I am prepared to sign a letter of confidentiality if required by your employer.