

**UNIVERSITY OF NEBRASKA AT OMAHA**

**COLLEGE OF BUSINESS ADMINISTRATION**

**MARKETING AND ENTREPRENEURSHIP DEPARTMENT**

**ENTR 4530 & MKT 4510**

**Internship Coordinator: Gregory Morin (ghmorin@unomaha.edu)**

**Internship Course - Guidelines and Instructions**

**Below are requirements for taking ENTR 4530 MKT 4510 or for internship credit (1-3 hours).**

**Students:**

1. Should have completed the following prerequisites:
   1. Have a declared concentration Entrepreneurship, Marketing, or Sales
   2. Cumulative UNO GPA of a 2.50 minimum
   3. Junior or Senior standing (earlier possible-check with coordinator)
2. In addition to the above prerequisites, students completing an internship for credit must have earned a “C+” or higher in foundation courses PRIOR to the start of the internship course. The internship courses and their foundation courses are specified below:
   1. ENTR 4530 Entrepreneurship Internship
      1. Complete MGMT 3490 with a “C+” or higher
   2. MKT 4510 Marketing Internship
      1. Complete MKT 3310 with a “C+” or higher
3. Must have obtained a PAID internship at a firm or organization related to the field of study (i.e., Entrepreneurship or Marketing). It is possible to receive credit for an unpaid internship if the organization providing the internship is a government or non-profit organization.
4. Must work at least 150 hours over a 3-month/semester period (to take the course for 3 credits).
5. It is highly unlikely that students can use a current job for the internship class. To receive course credit, students must take on a new project or responsibilities substantially different from the job they have been doing. Students will be asked to provide a current job description along with an outline of the proposed internship duties when requesting approval.

Since academic semester and employer hiring timelines are typically not in sync, there is considerable flexibility with respect to when students work and when they register for the internship course. *Please contact the Internship Coordinator for details about adapting this internship class to best meet your academic and employment-internship objectives.*

**ENTR 4530 & MKT 4510**

**Internship Course - Application**

**If you are interested in applying internship work for credit, take the following steps before starting your internship to obtain approval to register for ENTR 4530 or MKT 4510:**

1. Provide the following information:   
     
   Student Name

NUID  
Preferred Email Address  
Internship Semester  
Desired # of Credits (1-3)

Internship Company  
Intern Supervisor (Name)  
Supervisor Email Address

Internship Beginning/Ending Dates

1. Provide an offer letter or letter of employment from the employer.
2. Have your internship supervisor fill out the Internship Learning Agreement (found on the Marketing Internship Website) and email it directly to [ghmorin@unomaha.edu](mailto:ghmorin@unomaha.edu).
3. Provide a brief description of your internship position.
4. Provide three learning objectives for your internship and expand on how those will be accomplished. A learning objective is a specific discipline-based knowledge or skill that you will learn as a result of the internship. Learning objectives are not a job description or list of tasks, duties, or projects. They reflect knowledge or skills related to your major field of study. Please note that the majority of your final paper will be based on these learning objectives, so be specific.
5. Email these completed documents to the Marketing and Entrepreneurship Internship Coordinator, Gregory Morin ([ghmorin@unomaha.edu](mailto:ghmorin@unomaha.edu))

**Final Registration Steps**

1. After receiving and reviewing all the above documents, the Internship Coordinator will email you a permit number to register in MavLink for ENTR 4530 or MKT 4510, as appropriate.
2. Use the permit number to enroll in the course. Make sure to use the drop down menu to select the desire number of credit hours (1-3). Most students will register for 3 credits that may apply toward their concentration. Students typically only choose 1 or 2 credits if they are using the internship course to fulfill remaining elective credits. Please work with your academic advisor to see how many credit hours to enroll in if you are unsure.

**D) ENTR 4530 and MKT 4510 assignments and grading:**

Students receive a grade for this course based on two assignments:

1. End of Internship Questionnaire (Approximately 10 paragraph paper)
2. Evaluation completed by employer at end of semester.

This course does not meet in person and all communication with internship coordinator will be done through email and Canvas.

**Please send all information to the Internship Coordinator to gain a permit into an internship course for the upcoming semester:** Gregory Morin ([ghmorin@unomaha.edu](mailto:ghmorin@unomaha.edu))