

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Master of Business Administration
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Graduate Internship in Marketing
<b>Course Code:</b>	MKT 7902
<b>Student Engagement Hours:</b>	200 (standard 4 credit MA course)
<b>Independent / Guided Learning:</b>	200 – 240 hours
<b>Semester:</b>	Summer
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

The Graduate Internship in Marketing internship is a work placement in the world of business, focusing on marketing. The internship aims to provide students with a graduate level experiential learning opportunity in which they can develop intellectual, professional and personal skills that will enable them to operate well in a culturally diverse working environment in the marketing area. All internships are supervised by faculty, and all last a minimum of 200 hours in length. Each student will also complete a series of assessments throughout the internship. These assessments have been designed to help the student reflect on the skills they are learning and the benefits gained from the internship experience, and also to help them determine future career goals and pathway.

### **Prerequisites:**

Successful completion of all taught courses with a minimum GPA of 3.0

### **Aims and Objectives:**

- To provide students with an opportunity to participate in graduate-level experiential learning
- To develop the hands-on skills needed for a particular professional environment
- To prepare students for work in the field of business and management
- To reflect upon work experience and possible future career paths
- To consider the application of learned academic and practical knowledge within a

- professional context
- To develop students' professional communication skills

**Programme Outcomes:**

A1, A2, A3, A5  
B1, B2, B3, B4, B5  
C1, C2, C3, C4, C5  
D1, D2, D3, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Subject Knowledge and Understanding (A)**

- Apply, in a practical manner to the business environment, knowledge and understanding gained through formal study
- Use tools and techniques in practical business situations and critically evaluate their appropriateness and effectiveness
- Test strategic concepts and theories and reflect on how successfully they can be applied in practice, in complex and familiar and unfamiliar real-life situations
- Discuss current issues affecting business and key topics of academic debate and research.

**Cognitive skills (B)**

- Examine and comment upon the key aspects of organisational strategy, with particular emphasis on its influences and drivers and how options are evaluated and implemented in the organization
- Understand and reflect upon a firm's profit situation, identify reasons and offer solutions
- Explain how their studies and research relate to the business environment

**Subject specific, Practical and Professional Skill (C)**

- Apply knowledge that will help them plan and evaluate future study and career development.

**General/Transferable Skills(D)**

- Develop the interpersonal skills required to enable them to work efficiently as a member of a team trying to achieve organisational goals
- Developed a range of skills and attributes which will contribute to employment opportunities.

**Indicative Content:**

- critical reflection on the internship experience
- the range of career pathways possible within the field of business and management
- hands-on skills within a specific sector of the field of business and management
- writing within a professional context
- how to approach the search for an internship

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies>.

**Teaching Methodology:**

‘Experiential Learning involves direct encounter with the phenomena or discipline being studied and the learning is achieved through reflection upon the everyday experiences’ (Houle 1980). The Internship program utilizes these ideas and assists student with the process of self-learning support by a faculty supervisor. Faculty supervision will be in a combination of meetings, correspondence through email, and assessment of written work.

**Indicative Text(s):**

There is no set text for this programme as students will research and read material relevant to their topic.

- Cottrell, S. (2015). *Skills for Success*. Basingstoke: Palgrave Macmillan.
- Fanthome, C. (2004) *Work Placements: A Survival Guide for Students*. Palgrave Macmillan
- Hooley, T. (2017) *You are Hired! Graduate Career Handbook: Maximise Your Employability and Get a Graduate Job*. British Library: Crimson Publishing
- Moon, J. (2006) *Learning Journals: A Handbook for Reflective Practice and Professional Development*. Routledge

**Web Sites**

- [www.cipd.co.uk](http://www.cipd.co.uk)
- [www.practicebasedlearning.org](http://www.practicebasedlearning.org)
- [www.work-experience.org](http://www.work-experience.org)
- [www.gov.uk/national-minimum-wage-work-experience-and-internships](http://www.gov.uk/national-minimum-wage-work-experience-and-internships)

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Duration of internship is now defined by hours instead of weeks, Indicative text updated	School by email Feb/march 2018	
Completed last sentence of Course Description and removed highlight. Updated prerequisites.	April 2023	