

## HOW TO RUN A SUCCESSFUL INTERNSHIP PROGRAM FOR MARKETING AND INTERNATIONAL BUSINESS STUDENTS

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Career opportunities for marketing and international business graduates are becoming scarcer as the economy weakens. More and more students are trying to gain internship experience to improve their chances to get jobs upon graduation. "Students who have had internships or relevant work experience during college should be able to track down jobs even though are getting harder to come by," said Rosanne Byrnes, managing director of the J.C. Penney Center for Retail Excellence at Southern Methodist University (*Seattle Times*, June 23, 2002).

This special session will discuss the various elements involved in running a successful internship program directed towards the needs of marketing management and international business students.

In *Organizing the Internship Program*, Dolores Barsellotti, discusses the mechanics of setting up such programs. She includes a detailed discussion of the required hours, the types of appropriate employment, the types of firm and the overall benefits acquired by students. The discussion also covers the reporting procedures used to monitor both the progress and the aptitude of the students from the point of view of the employer.

In *Implementing An Internship Program*, Patricia Hopkins discusses turning the internship program into an academic experience. With the growth of interest by employers in viable working experience, more and more students are seeking to enroll in internship programs that provide hands on opportunities. The mechanics of setting up such programs will include a detailed discussion of the required hours, the types of appropriate employment, the types of firm and the overall benefits acquired by students. The discussion will also include a description of the academic requirements, i.e. the development of a paper by the student outlining the benefits and knowledge learned.

In *International Students: Am I Allowed To Work?* Juanita Roxas describes special issues regarding internships for foreign students. Requiring an internship for International Business majors makes sense because they need work experience in order to get entry-level jobs in the international business area. International students are classified among the "non-resident aliens" who are legally allowed to stay in the United States for specific purposes. International

students are issued F-1 visas and are required to stay enrolled in a program full-time during the duration of their stay. While students, they are not authorized to be employed outside the university. After September 11, 2001, the Immigration and Naturalization Service has tried to put a tighter rein on the activities of international students.

In *Back Door Internships*, Susan Peters describes alternative internship opportunities through service learning projects. A service learning class is often appealing to a business as a way to get students under close supervision of the "expert" faculty member to work on a particular situation. The risks to the company are small and it lets a student get a chance to show what he or she can do. Although this sort of project may not qualify for an internship credit in a degree program, it is an asset to the student's resume.

In *International Internships: How To Set Up A Viable Program Abroad*, Helena Czepiec provides an example of a viable international internship established by Cal Poly Pomona. The winter quarter program offers academic credit for upper division courses offered in London and taught by Cal Poly Pomona faculty. The spring program offers academic credit for an internship experience in London. The program offers students a unique opportunity to live, work, and learn in an international setting. However, there are many challenges to running a successful program, including attracting and supervising students and attracting employers.

In *Preparedness--Don't Leave Home Without It: Equipping Students With Skills that Promote Effectiveness in the Internship Environment*, Debbora Whitson describes strategies to prepare students for their internship experience. Students are often frightfully unprepared to obtain the best internships or take full advantage of the internships they do obtain. This discussion will focus on a culmination of marketing courses, currently being taught, that sharpen such soft skills as networking, resume writing, public speaking, and equity building. These courses provide our students with support as they enter into internships with prospective employers.