

MKTG 4850 - Marketing Internship

Fall 2026 Syllabus, Section 02, CRN 42097,

Credit hours: 3

Instructor

Alina Marculetiu

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Public Instructor Information

Instructor Title: Dr. Alina Marculetiu

Instructor Professional Qualifications:

DBA, Operations and Supply Chain Management & Business Statistics, Cleveland State University

MBA, Finance, Cleveland State University

BBA, Business Economics, Cleveland State University

Six Sigma Green Belt, IISE

Instructor Office Location: WCBA 3308

Instructor Office Phone: (330) 941-3509

Course Description

4850. Marketing Internship. Through employment with participating business organizations the student receives professional marketing experience. Candidates work for the entire semester at a local business organization under the direct guidance of a faculty advisor. Required paper at the end of the course on the relationship of marketing theory and practice. Prereq.: junior standing, 2.5 GPA and special approval required, OR special approval required. 3 s.h.

Course Readings

Group	Title	Author	ISBN
No Assigned Course Readings			

There are no assigned course readings. Because your internship experience is unique, you are strongly encouraged to stay current with news, emerging trends, and events that may directly or indirectly affect the organization you are interning at, your profession, or your industry. This includes broader economic, technological, regulatory, social, and global developments. Whenever relevant, connect these developments to your workplace experiences and incorporate them into course discussions and reflections. This practice will help you demonstrate curiosity, recognize connections beyond your immediate responsibilities, continue learning and growing, and make thoughtful, well-informed professional suggestions and decisions.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Tentative Course Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	No assigned readings (learning occurs through internship experience and guided reflection)	Module 1: Aug 24 - Sep 6	All Deliverables due: Sun, 9/6/26 at 11:59pm 1. Internship Orientation + Resume Upload (30 pts) 2. Discussion: Professional Introductions (40 pts) 3. Discussion: Biweekly Check-in 1 (40 pts)
9/7	No assigned readings	Module 2: Sep 7 - Sep 20	All Deliverables due: Sun, 9/20/26 at 11:59pm 1. Discussion: Biweekly Check-in 2 (40 pts)

9/21	No assigned readings	Module 3: Sep 21 - Oct 4	All Deliverables due: Sun, 10/4/26 at 11:59pm 1. Discussion: Biweekly Check-in 3 (40 pts)
10/5	No assigned readings	Module 4: Oct 5 - Oct 18	All Deliverables due: Sun, 10/18/26 at 11:59pm 1. Discussion: Biweekly Check-in 4 (40 pts)
10/19	No assigned readings	Module 5: Oct 19 - Nov 1	All Deliverables due: Sun, 11/1/26 at 11:59pm 1. Discussion: Biweekly Check-in 5 (40 pts)
11/2	No assigned readings	Module 6: Nov 2 - Nov 15	All Deliverables due: Sun, 11/15/26 at 11:59pm 1. Discussion: Biweekly Check-in 6 (40 pts)
11/16	No assigned readings	Module 7: Nov 16 - Nov 29	All Deliverables due: Mon, 11/30/26 at 11:59pm (due to Thanksgiving Break) 1. Discussion: Biweekly Check-in 7 (40 pts) 2. Student and Employer Internship Evaluation (100 pts)
11/30	No assigned readings	Module 8: Nov 30 - Dec 4	All Deliverables due: Friday, 12/4/26 at 9:00 am 1. Hour Log Sheet (minimum of 225 hours) (100 pts) 2. Updated Resume (100 pts) 3. Discussion: Internship Reflection (100 pts) 4. Presentation: Internship Reflection (250 pts)

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.