

Fast Facts on Marketing Education Internships

What Is an Internship?

An internship is a work-based learning experience in which students are placed in a business for a defined period of time to gain valuable knowledge and experience. Internships are highly structured, time-limited experiences that occur at a worksite. In an internship, a student works just like an employee while receiving mentoring and supervision from a selected and trained mentor

How Do Cooperative Education and Internships Differ?

In Ohio, students enrolled in cooperative education must work for a minimum of 300 hours throughout the entire school year, and they must be paid. Students enrolled in internships work for smaller amounts of time. There are no restrictions on what those hours are beyond what the school reports on the Education Management Information System (EMIS). Teachers must have a minimum of 300 hours of coordination time in a cooperative program. In an internship, supervisory time is based on the total hours scheduled for the internships. Typically, students have two or more internships during a year. In internships, students do not have to be paid. This allows the students and instructor to choose learning opportunities that might not be available in a paid experience (management areas, service learning organizations' marketing departments, etc.).

How Are Cooperative Education and Internships Similar?

Both require that the teacher have adequate time to supervise students during the internship. Both require that training agreements and training plans are in place for every student and that the student is aware of all safety issues on the job. Both require a workplace mentor and an evaluation of the work-based learning experiences. All employment locations must be screened for safety, non-discrimination, etc. by the teacher. Forms are available at the Ohio Department of Education work-based learning site for all these activities and many more. You can find the work-based learning information on the Marketing Career Field site on the ODE webpage. Click on the blue box titled, *Marketing Career Field*.

Does the Instructor Need to Have Classroom Time in Addition to the Internship Time?

Yes. This is a work-based learning experience. Classroom time is used to ensure that the student is, in fact, learning on the job and extending that learning to what is taught in the classroom. Students should have assigned activities that directly connect the workplace with classroom learning. Examples of those types of assignments are included in the Marketing Education career field document, *Marketing Education Cooperative/Internship Education Manual--Classroom and Training Station Activities*.

Although the document was originally designed for cooperative education, many of the activities will also work for internships.

Are there marketing programs in Ohio that use the internship model?

Yes, there are several operating very successfully. Please contact Dee Sturgill for additional information.

How Do I Convert My Cooperative Education Program to an Internship Program?

First, it is important to remember that both cooperative education and internship education are methods of teaching marketing. Both are valuable methods of work-based learning if they are managed appropriately. Poorly managed work-based learning of any type does a tremendous disservice to all students involved. Structured programs include the items listed on the *Checklist for a Quality Cooperative or Internship Program*.

The question the school should address is which method is best based on the learning needs of the students.

In moving to an internship approach, these questions should be considered:

- (1) How many hours/days will students intern? (This impacts EMIS.)
- (2) What types of career opportunities will best teach the marketing content?
- (3) How many businesses will agree to be involved? Will you place more than one student in that business?
- (4) How much time will the teacher need to establish relationships with these businesses?
- (5) What training will mentors need?
- (6) Will the students rotate through two or more businesses?
- (7) How will students be evaluated and graded for this experience?
- (8) What evidence of learning will be used?
- (9) How will the teacher supervise the internships?
- (10) Have I addressed all the issues on the *Checklist for a Quality Cooperative or Internship Program*?
- (11) Is my advisory committee in favor of this and willing to support it?
- (12) What is the career interest of the students involved?

For EMIS purposes, an internship period is reported as a VVI. A cooperative program is reported as a VV2. There does not need to be a change in subject code.

For technical assistance, please e-mail Dee Sturgill at dee.sturgill@ode.state.oh.us or call (614) 466-3891.