



OBU MICROINTERNSHIP GUIDELINES

Marketing Majors



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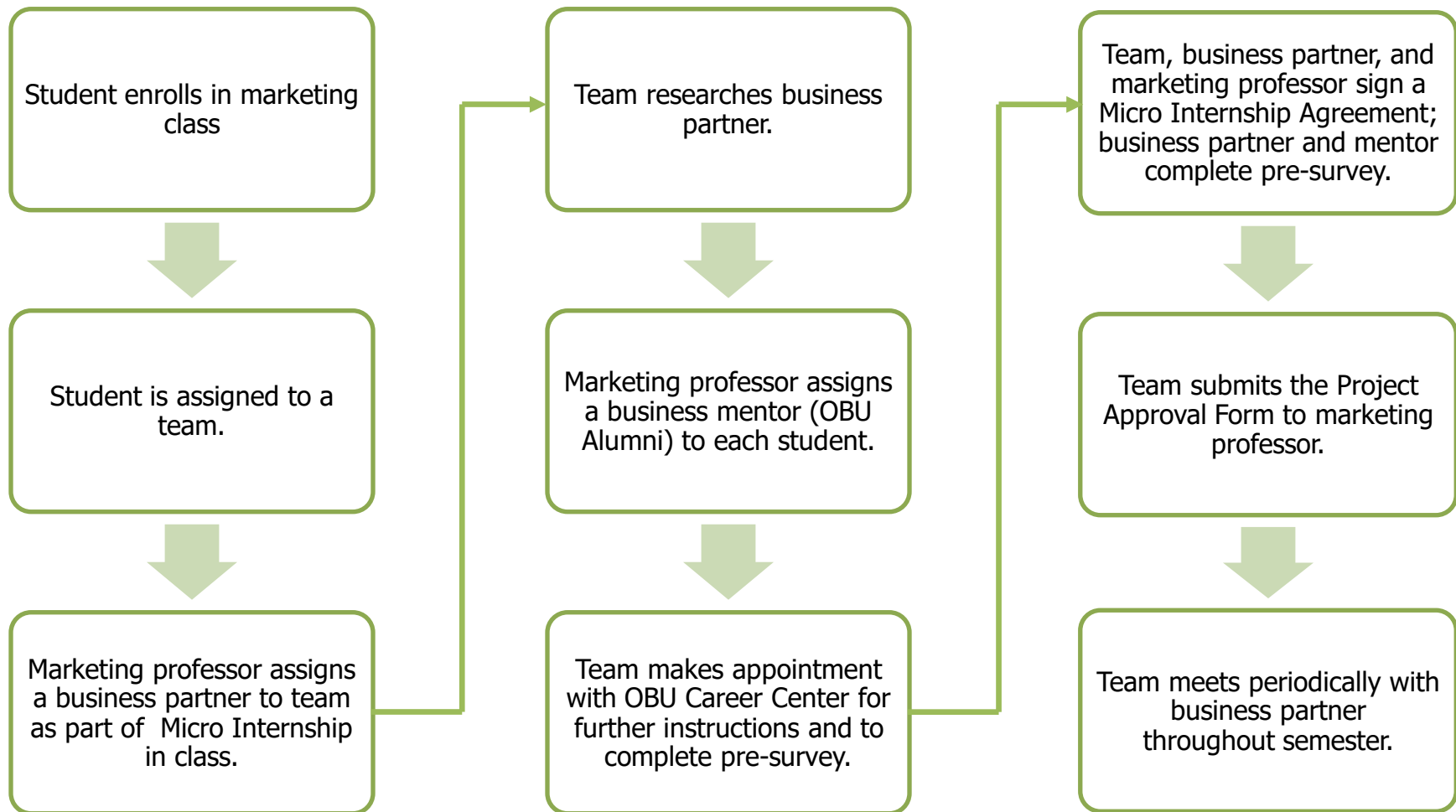
INTRODUCTION

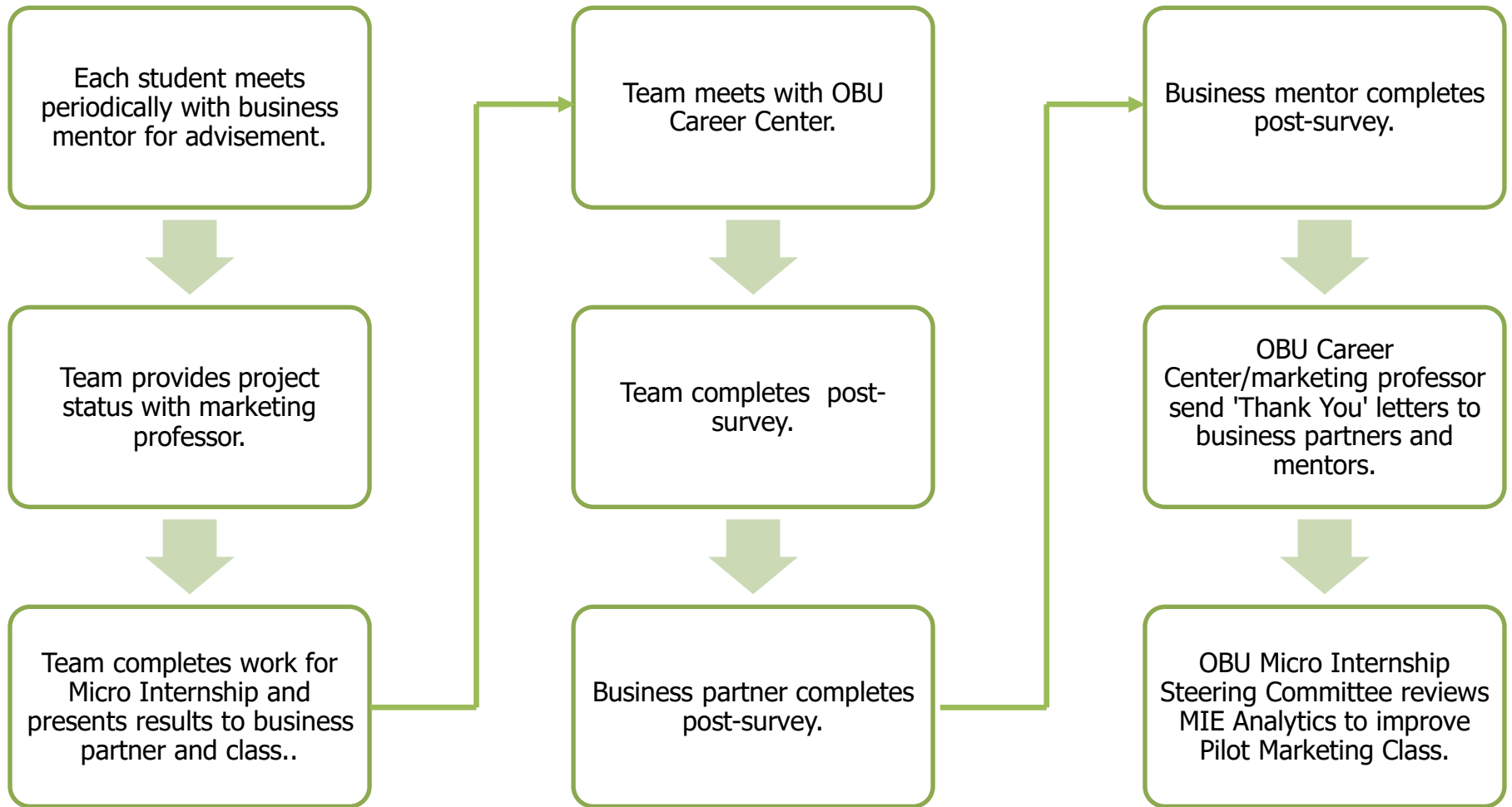
Economic, political, global and technological forces are disrupting college education, making new demands on what we learn and how we learn it. Nowhere is this more true than for those earning degrees in business management or marketing. Preferring to lead rather than follow, Oklahoma Baptist University (OBU) continues to innovate via curriculum design and delivery. This academic pilot for management and marketing majors helps students gain the competitive advantage that comes from real world experience.

In addition to traditional internship programs, the OBU marketing program allows marketing majors to gain meaningful work experience more efficiently via a “micro internship experience” (MIE) that is imbedded within a marketing class. In the micro internship program, students complete short-term professional assignments that are similar to those given to new hires or interns. Like a traditional internship, these projects give students valuable work experience, the chance to explore possible career paths, and opportunities to network and stand out in a competitive job market. However, these micro internships are conducted within a marketing course so that they fit more easily into students’ busy schedules.

These mini-internships are typically 6-10 weeks and do not involve pay or academic credit. The marketing professor, in conjunction with the OBU Career Development Center, works to place students. However, students may opt to select their own business client with the approval of the grading professor. The bottom line is participating in multiple MIEs allows students to accumulate more experience for their education dollar.

OBU MICRO INTERNSHIP PROCESS





APPENDIX



STUDENT - MICRO INTERNSHIP AGREEMENT

Team Name/Team Member: _____

Marketing Course/Class: _____

Phone: _____

Email Address: _____

Student Initial

	I will arrive at the job site at my scheduled time.
	I will work a maximum of 3-5 hours per week.
	I will dress according to the standards expressed by my Business Partner.
	I will make every effort to attend all special activities that have been planned for me by my internship supervisor.
	If an accident or injury occurs, I will notify my Professor and Supervisor immediately.
	I will not use my personal cell phone while at work except in the case of an emergency.
	I understand that I may be suspended from my job if I: <ul style="list-style-type: none"> → have three or more unexcused absences → have repeated tardiness → leave work without permission or break any of the workplace rules or behavior standards
Student Signature: _____ Date: _____	

BUSINESS PARTNER -MICRO INTERNSHIP AGREEMENT

Name of Business: _____

Contact Person: _____ **Job Title:** _____

Address: _____

E-mail: _____ Phone: _____

Goals/Learning Objectives

1. _____
2. _____

Specific Project for Students (i.e. Marketing Team):

BUSINESS AGREEMENT

This micro internship site agrees to:

1. Provide assignments that contribute to the learning experience of the student.
2. Will meet with students periodically (i.e., at least once per month) to enhance communications.
3. Review workplace rules and safety requirements with the student.
4. The intern supervisor must meet with the intern at the beginning of the term to provide an orientation and to explain responsibilities and expectations.
5. The intern supervisor is encouraged to provide feedback to the intern throughout the internship. A formal evaluation of the student will be requested by Career Services at the end of the semester.
6. Contact the professor or OBU Career Development Center Director regarding any challenges or conflicts in the workplace.
7. Review the student's training progress at regular intervals and provide feedback to the student and professor.

- 8. May provide students with a letter of recommendation or LinkedIn recommendation if the work objective is met, if requested by students.

I have read all of the terms of the micro internship program. I understand that the OBU Career Development Director and the marketing professor will provide ongoing support to my business as needed throughout this timeframe.

Business Point of Contact/Supervisor Signature	Date
Professor	Date
OBU Career Center Director	Date



OBU MENTOR

YOUR INVOLVEMENT IN THE MICRO INTERNSHIP

OBU Mentorship Mission

Build intentional relationships between current students and alumni/supports inmentors and mentee roles.

Program Overview:

- Volunteer **mentors/coaches** are sought, which include alumni and other business professionals to mentor marketing majors at Oklahoma Baptist University
- Coach to mentee ratio is 1 mentor to between 1-2 mentees
- Relationship is intentional, but not necessarily formal
- Minimum program expectations: Business coaches should meet at least once per month over the phone or video conferencing like Google Hangout.
- The professor and OBU Career Center Director will correspond throughout the regular academic year
- Business mentors will complete a pre-and-post survey through the professor

The targeted skills to help develop in students are the following: (a) interpersonal communications with business professionals, (b) teamwork, (c) problem solving, and (d) one business competency in marketing/business.

STUDENT PRE-SURVEY

This survey provides initial information about you and your interests to better prepare your host organization, business coach, professor, and other interested parties. According to the National Association of Colleges and Employers (NACE), there are several key compencies that college students need to e `career ready.Each student must complete this survey.

Name _____

Classification (i.e., Freshmen, Sophomore) _____

Major _____ Age _____

FEMALE / MALE (Circle one)

1. What do you intend to gain from the internship experience?

2. Do you feel adequately prepared for the internship experience?

3. List 3 things that you would like to achieve by the end of your internship.

4. I think this internship will prepare me for

5. Please rank your career readiness competencies/skills before this micro-internship
(5-Excellent to 0-None):

- _____ COMMUNICATION (ORAL AND WRITTEN)
- _____ CRITICAL THINKING/PROBLEM SOLVING
- _____ DIGITAL LITERACY/TECNOLOGY
- _____ GLOBAL/CULTURAL INTELLIGENCE (DIVERSITY)
- _____ PROFESSIONALISM
- _____ WORK ETHIC/INITIATIVE



BUSINESS PARTNER/SUPERVISOR PRE - SURVEY

Student Name: _____

Internship Dates: From: _____ To: _____

[Note: Please complete a separate form for each student if possible.]

Duties - List the potential job duties to be performed by student(s):

1. _____

2. _____

3. _____

Please rate the initial student's performance using the following scale:

5 – Exceptional 4 – Better than average 3 – Average 2 - Less than average 1 – Needs improvement

Work Habits and Skills	Rating
Time Management: Intern is punctual and adequately manages time while at work. Plans accordingly to ensure tasks are completed on time or in advance of the deadline.	
Personal Responsibility: Exhibits enthusiasm and a good attitude. Maintains work-appropriate attire. Utilizes initiative; seeks out answers to questions and solutions to problems. Able to effectively work independently.	
Interpersonal Skills: Interacts appropriately with other co-workers. Demonstrates cooperation and maturity.	

Teamwork: Accepts constructive criticism in stride and works to make improvements accordingly. Works well with other employees on projects and assignments. Volunteers for tasks.	
Problem-Solving Skills: Makes appropriate decisions when needed; offers suggestions for improving process or work.	
Reliability: Stays on task with assigned work; does not stray from assignments. Tasks are completed in a timely fashion without the need for revision or correction. Assignments are completed on or before the deadline. Follows and remembers instructions	
Communication: Communicates effectively with co-workers and supervisors. Written communication is grammatically correct and error-free. Oral communication is succinct and cohesive.	
Initiative: Seeks out additional work once assignments are completed. Provides relevant information before being asked. Fills downtime with work-related activities.	
Additional Comments: _____	
Average Score	

Evaluator's Name/Title: _____ Date: _____

Thank you for completing this survey. It will assist us in enhancing OBU Career Development.

ALUMNI MENTOR – ROLE IN MICRO INTERNSHIP

MENTOR NAME: _____

STUDENT: _____

DATE: _____

1. What is your expectation as a mentor for this business student (i.e. micro internship)?

2. What do you think is the biggest challenge for you?

3. What are your preferences in the personal traits (introvert, extrovert, analytics, creative) of the students you will be mentoring (if any)?

4. What special skills do you think are attractive to the business students?

5. AnyComments?

Thank you for completing this survey. It will assist us in enhancing OBU Career Development.



STUDENT POST-SURVEY

This post-survey will be helpful in improving the micro internship program.

Name: _____

Classification (i.e., Freshmen, Sophomore) _____

Major _____ Age _____

FEMALE / MALE (Circle one)

1. What did you intend to gain from the internship experience? What was your experience with your Business Partner? What was your experience with your Business Coach?

2. Do you now feel that you were adequately prepared for this micro internship experience?

3. List 3 things you achieved by the end of your internship



4. Please rank your career readiness competencies/skills after this micro-internship
(5-Excellent to 0-None):

- _____ COMMUNICATION (ORAL AND WRITTEN)
- _____ CRITICAL THINKING/PROBLEM SOLVING
- _____ DIGITAL LITERACY/TECNOLOGY
- _____ GLOBAL/CULTURAL INTELLIGENCE (DIVERSITY)
- _____ PROFESSIONALISM
- _____ WORK ETHIC/INITIATIVE

5. Please briefly discuss the results of your micro internship:

Thank you for completing this survey. It will assist us in enhancing OBU Career Development.



BUSINESS PARTNER POST-SURVEY

Student Name: _____

Internship Dates: From: _____ To: _____

[Note: Please complete a separate form for each student if possible.]

Duties - List the potential job duties to be performed by student(s):

1. _____

2. _____

3. _____

Duties - List the job duties performed by this student:

1. _____

2. _____

3. _____



Please rate the student's performance using the following scale:

5 – Exceptional 4 – Better than average 3 – Average 2 - Less than average 1 – Needs improvement

Work Habits and Skills	Rating
<p>Time Management: Intern is punctual and adequately manages time while at work. Plans accordingly to ensure tasks are completed on time or in advance of the deadline.</p>	
<p>Personal Responsibility: Exhibits enthusiasm and a good attitude. Maintains work-appropriate attire. Utilizes initiative; seeks out answers to questions and solutions to problems. Able to effectively work independently.</p>	
<p>Interpersonal Skills: Interacts appropriately with other co-workers. Demonstrates cooperation and maturity.</p>	
<p>Teamwork: Accepts constructive criticism in stride and works to make improvements accordingly. Works well with other employees on projects and assignments. Volunteers for tasks.</p>	
<p>Problem-Solving Skills: Makes appropriate decisions when needed; offers suggestions for improving process or work.</p>	
<p>Reliability: Stays on task with assigned work; does not stray from assignments. Tasks are completed in a timely fashion without the need for revision or correction. Assignments are completed on or before the deadline. Follows and remembers instructions</p>	
<p>Communication: Communicates effectively with co-workers and supervisors. Written communication is grammatically correct and error-free. Oral communication is succinct and cohesive.</p>	
<p>InitiativeSeeks out additional work once assignments are completed. Provides relevant information before being asked. Fills downtime with work-related activities.</p>	
<p>Additional Comments: _____</p>	

	Average Score
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Evaluator's Name/Title: _____ Date: _____

Thank you for completing this survey. It will assist us in enhancing OBU Career Development.



OBU MENTOR POST-SURVEY

BUSINESS COACH NAME: _____

STUDENT: _____

DATE: _____

Please rate the student's performance using the following scale:

5 – Exceptional 4 – Better than average 3 – Average 2 – Less than average 1 – Needs improvement

Work Habits and Skills	Rating
Interpersonal Skills: Interacts appropriately with other business partners, team members, and coaches. Demonstrates cooperation and maturity.	
Teamwork: Accepts constructive criticism in stride and works to make improvements accordingly. Works well with others on projects and assignments. Volunteers for tasks.	
Problem-Solving Skills: Makes appropriate decisions when needed; offers suggestions for improving process or work.	
New Business Skill (i.e., digital marketing, analytics) _____ Discuss what skill the student developed during this timeframe _____ _____ _____	
Additional Comments: _____	

	Average Score
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Business MentorName: _____ Date: _____

Thank you for completing this survey. It will assist us in enhancing OBU Career Development.



CONCLUSION

Today's college students need meaningful work experience in order to compete in this business climate. OBU Micro Internship Experience was designed to accomplish this task with collaboration with businesses, alumni, students, professors, career services, and other stakeholders. Marketing students will have more experience with this pilot program.

This activity represents a continuous improvement. The OBU Micro Internship Steering Committee will review the data and attempt to make enhancements and share lessons learned with others to improve the quality of academia.