



University of South Florida **College of Business**  
Internship



UNIVERSITY OF  
SOUTH FLORIDA  
COLLEGE OF BUSINESS



## College of Business Internship

Today's businesses are challenged with finding and retaining great employees. Today's students place priority on finding and keeping a great job. The win/win solution is epitomized in the College of Business Marketing Internship course.

Each semester a limited number of students are extended the opportunity to hold an internship with an area company in exchange for academic credit. Participation in the internship provides USF students with hands on marketing experience through partnerships created with many of Tampa Bay's top companies.

Many students comment that the internship was the best course they took in college.

Area businesses are consistently thrilled by the talented students made available to them through the internship program. Many businesses offer their interns full time employment upon graduation.

## The Student Experience

Many students indicate that the internship was the most valuable course they took in college. Research shows a 18%-20% salary advantage for students who complete internships.

This course provides an opportunity for students to gain valuable industry experience and apply their knowledge of business practices. The course consists of two facets. Part one is an academic component including workshops and quizzes to develop professional business skills. Part two is a minimum of 100 hours of on-site work experience and the creation of a marketing internship plan.

The semester begins with workshops designed to make students stronger applicants. Each student in the course is provided access to our database of intern sponsors. It is the student's responsibility to send their resume to companies that they are interested in pursuing. Once hired, each student works with the sponsor to create five objectives for completion during the semester.

This course is offered to all business students. A permit is required to register.

**The internship was by far the most beneficial class I have taken. I have learned skills that I will continue to use as my career takes off. I recommend the course to all future marketing students!**

**- Terrie Uiterwyk**

# The Sponsor Experience

The course is structured around the following time periods:

**Fall semester [August- December]**  
**Spring semester [January- May]**  
**Summer semester [May- July]**

During the first several weeks of each semester sponsors receive via email the resumes of potential interns. Each company is expected to respect the interview process and notify students in a timely manner of decisions to hire, or not to hire. Once the interviews are completed, companies negotiate directly with the students regarding work schedule.

It is important to realize that the course is composed of highly motivated seniors. Most earn all of their college expenses. Paid internships are expected and will result in more student interest than unpaid ones.

Each sponsor aids interns in the creation of five objectives for the semester. The students are required to spend at least 100 hours working towards completion of these objectives.

Although students are allowed only one semester in the internship class, they are coached to plan to remain with their sponsor on a part time basis until graduation if offered the opportunity.

# Sponsor Requirements

Companies are added to our database of intern sponsors if they are determined to meet the program's requirements:

- A sponsor must have a commercial place of business or clearly state that meetings will take place at a commercial place of business
- There must be a business professional available to mentor the intern on a daily basis
- There should be a minimum of five projects to be accomplished during the semester
- A sponsor must commit to the evaluation process being completed in a timely manner



# Student Assignments and Course Highlights

Final grading will be determined by points accumulated throughout the semester.

Student assignments include the following:

- Online with only one mandatory meeting
- Résumé review appointment
- Internship plan objectives
- Book review
- Weekly blackboard discussion updates
- Résumé quiz
- Business Etiquette quiz
- Interviewing quiz
- Professional skills workshop

**Internship**  
**University of South Florida**  
4202 E Fowler Ave, BSN 3217  
Tampa, FL 33620-5500

**Internship Coordinator:** Professor Victoria Panzer  
**Phone** (813) 974-6199 | **Fax** (813) 974-6175  
**Email** vpanzer@usf.edu

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