



APPLIES TO ACADEMIC YEAR 2016/2017

GRA 6442 Internship for MSc in Strategic Marketing Management

Programme

Master of Science in Strategic Marketing Management

Responsible for the course

Peter Jarnebrant

Department

Department of Marketing

Term

According to study plan

ECTS Credits

12

Language of instruction

To be decided

Introduction

The internship is an opportunity to work full-time at a company during the studies. As a participant in the internship programme, you have been selected to work at a specific company based on both what the company is seeking and your Master specialization. The internship will give you valuable insights in real-world challenges in the broad area of marketing, and should help you in applying your academic learning toward increasing organizational effectiveness and growth .

Learning outcome

The student shall demonstrate the following competencies after the internship:

Knowledge:

As they relate to marketing:

Knowledge of key practical dilemmas of the everyday work in the company

Knowledge of the formal management systems in the company

Knowledge of the workday challenges towards time and efficiency and employee development

Skills:

Ability to define and execute marketing related tasks under conditions of uncertainty and change.

Ability to support suggestions for practical solutions with academically sound analysis (theories and methods from your MSc-program)

Ability to collaborate and to work in teams.

Reflection:

Learn not take anything at face value and to defer judgement

Understanding of the complexities of mobilizing people toward organizational effectiveness.

Openness to ideas from a variety of perspectives.

Be able to think in an informed manner about ethical dilemmas in marketing and marketing communication.

Prerequisites

All courses in the Masters programme will assume that students have fulfilled the admission requirements for the programme. In addition, courses in second, third and/or fourth semester can have specific prerequisites and will assume that students have followed normal study progression. For double degree and exchange students, please note that equivalent courses are accepted.

Compulsory reading

Recommended reading

Course outline

Students will work for 8 weeks in a selected company and the tasks are assigned by each company. By the end of the internship the student will write a paper related to the internship. Each student is entitled to a maximum of three hours supervision on the tempaper.

Computer-based tools

Not applicable

Learning process and workload

The duration of the internship is 8 weeks, full time and a completed and an approved internship will give 12 ECTS credits. Students must attend work as agreed upon with the company they are assigned to. Write a paper towards the end of the internship.

Examination

A term paper graded pass/fail (individual)

Form of assessment	Weight	Group size
Term paper	Pass/fail	Individual

Specific information regarding student assessment will be provided in class. This information may be relevant to requirements for term papers or other hand-ins, and/or where class participation can be one of several components of the overall assessment. Candidates may be called in for an oral hearing as a verification/control of written assignments.

Examination code(s)

GRA 64421 term paper accounts for 100% of the grade in the course. Graded pass/fail

Examination support materials

Permitted examination support materials for written examinations are detailed under examination information in the student portal @bi. The section on support materials and the use of calculators and dictionaries should be paid special attention to.

Re-sit examination

It is only possible to retake an examination when the course is next taught. The assessment in some courses is based on more than one exam code. Where this is the case, you may retake only the assessed components of one of these exam codes. All retaken examinations will incur an additional fee. Please note that you need to retake the latest version of the course with updated course literature and assessment. Please make sure that you have familiarised yourself with the latest course description.

Additional information

Honour code. Academic honesty and trust are important to all of us as individuals, and are values that are integral to BI's honour code system. Students are responsible for familiarising themselves with the honour code system, to which the faculty is deeply committed. Any violation of the honour code will be dealt with in accordance with BI's procedures for academic misconduct. Issues of academic integrity are taken seriously by everyone associated with the programmes at BI and are at the heart of the honour code. If you have any questions about your responsibilities under the honour code, please ask. The learning platform itslearning is used in the teaching of all courses at BI. All students are expected to make use of itslearning.