

# MKT4674: ADVANCED INTERNSHIP

---

## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Advanced Internship

### Subject Code

MKT - Marketing

### Course Number

4674

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

Two Semesters (Sem A + Sem B, Summer + Sem A, or Sem B + Summer), at least 800 hours and 6-month duration

### Credit Units

0-6

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

English and other languages appropriate to the internship setting

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

English and other languages appropriate to the internship setting

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

**Exclusive Courses**

MKT3638 Marketing Internship

**Part II Course Details****Abstract**

Advanced internship is a prolonged internship experience, which allows students to complete an internship with a duration of more than one semester. This course is designed to enhance and enrich students' educational experience by integrating the academic component of their degree programme with the practical workplace experience gained at the internship site in local and/or international contexts. The course provides an opportunity for students to apply theories, practices, and skills in the workplace setting, and to critically reflect on the efficacy of the knowledge learned in the classroom.

**Course Intended Learning Outcomes (CILOs)**

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Show initiative in identifying a suitable internship site.	x	x	
2	Describe and explain the nature of the host organization and how it operates.	x	x	
3	Analyse the workplace practices observed in the host organisation and evaluate their effectiveness by applying theories, practices and skills learned in previous courses.	x	x	x
4	Critically reflect on the overall internship learning experience and work performance in fulfilling tasks assigned by the host, and creatively propose innovative ways to solve any problems or difficulties encountered during the internship.	x	x	x
5	Develop and hone professional competencies, skills and attributes in an authentic workplace setting.		x	x

**A1: Attitude**

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

**A2: Ability**

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

**A3: Accomplishments**

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-internship Briefing	Students are briefed to plan the internship and set learning goals.	1, 2

2	Internship Placement	Students are engaged in real-life working experience in local and/or international contexts for at least 800 hours and 6-month duration.	3, 4, 5	
3	Reflection in Midterm	Students are invited to share their reflection in the midterm of the internship period which is around 3 months in the internship.	2, 3, 4, 5	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Internship Report (3000 words)	1, 2, 3, 4, 5	60	Pass/Fail Grading
2	Evaluation Report from Host Organisation/ Employer	2, 3, 4, 5	40	Pass/Fail Grading

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Additional Information for ATs****Internship Reflection Report (3000 words)**

This paper (about 3000 words) requires student interns to reflect upon their major learning and personal gain at the internship placement. They may describe or evaluate a significant experience or achievement that has special meaning for them, describe how they have grown and developed over the period, or write about a teammate or work colleague who has had a special influence on them and describe that influence.

**Evaluation Report from Host Organisation/Employer**

Evaluation by workplace supervisor should be given to the intern throughout the period accumulating in a formal evaluation form with quantitative and qualitative comments from the supervisor.

**Assessment Rubrics (AR)****Assessment Task**

Internship Report

**Criterion**

The student should demonstrate skills of critical reflection and consolidation on own learning experience in the internship.

**Pass (P)**

Basic or above a basic level.

**Failure (F)**

Not reaching a basic level.

### Assessment Task

Evaluation Report from Host Organisation/Employer

### Criterion

The student should be recognized by the host organisation for the capacity for a good working attitude and teamwork (if applicable) throughout the internship.

### Pass (P)

Basic or above a basic level; positive/satisfactory comments from workplace supervisor.

### Failure (F)

Not reaching basic level; negative comments/complaints from workplace supervisor.

---

## Part III Other Information

### Keyword Syllabus

Internship, professional communication, real-world applications, experiential learning, career planning, self-reflective learning.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	Nil