

MKT2672: INTERNSHIP II

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Internship II

Subject Code

MKT - Marketing

Course Number

2672

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

At least 4 weeks in Full-time or its equivalent for Part-time (a minimum of 150 hours) in Semester A, Semester B or Summer Term

Credit Units

0

Level

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

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Additional Information

Discipline/ programme-related internship is recommended.

Each student is only allowed to register one internship course within each academic year.

Prior approval by department is required.

Part II Course Details

Abstract

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 learnt in the classroom.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Explain the initiative in identifying a suitable internship site.		x	x	
2 Describe and explain the nature of the host organisation 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 Demonstrate reflection 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

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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Prepare to reflect on the experience in the Internship Placement	Students will prepare to write a reflective essay to illustrate their engagement in real-life working experience in local and/or international contexts for at least four weeks (full-time) or 160 work hours (part-time).	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1 Internship Report (1000 words) - Write a reflective essay on what you learned in the internship to consolidate and deepen your knowledge about career and personal growth. Internship Reflection Report	1, 2, 3, 4	100	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Internship Report

Criterion

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

Pass (P)

Basic or above basic level

Failure (F)

Not reaching basic level

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