

MKT3673: INTERNSHIP III

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Internship III

Subject Code

MKT - Marketing

Course Number

3673

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

0

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

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 | Explain 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 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.

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 6 weeks (full-time) or 240 work hours (part-time). | 1, 2, 3, 4, 5 | |

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks ("- for nil entry) | Allow Use of GenAI? |
|---|---------------|---------------|----------------------------|---------------------|
| 1 Internship report (1500 words) - Write a reflective essay on what learned in the internship to consolidate and deepen the knowledge about career and personal growth. Internship Reflection Report | 1, 2, 3, 4, 5 | 100 | - | Yes |

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

Internship reflection report (500 words) This paper (about 500 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 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

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 |