

MKT4674: ADVANCED INTERNSHIP

Effective Term

Semester B 2025/26

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 or 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

Nil

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	Identify a suitable site for a 6-month full-time internship.		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	Demonstrate 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	Internship Placement	Students will engage in real-life working experience in local and/or international contexts for at least 800 hours and 6-month duration.	1, 2, 3, 4, 5	
2	Reflection in Midterm	Students will share their reflections 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 ("- for nil entry)	Allow Use of GenAI?
1	Internship Report (3000 words) Students are required to submit a written learning report after the internship, reviewing the process, reflecting on learning, referring to the learning plan and reviewing the outcomes, and also identifying the individual strengths and weaknesses for their own future career planning	1, 2, 3, 4, 5	60	-	Yes
2	Evaluation Report from Host Organisation/ Employer Supervisors of the students in the internship file report on the performance of the students in terms of work attitude, learning ability, achievements (if any) and other aspects of performance.	2, 3, 4, 5	40	-	No

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.

Excellent (A+, A, A-)

The report is exceptionally reflective and well-structured. Demonstrates deep integration of academic knowledge with workplace experience. Clear articulation of learning outcomes, critical analysis of tasks, and insightful evaluation of professional growth. Writing is polished, coherent, and academically appropriate.

Good (B+, B, B-)

The report clearly links academic learning with practical experience. Provides thoughtful reflection on tasks undertaken and skills developed. Some minor issues in analysis or writing, but overall demonstrates a solid understanding and learning experience.

Fair (C+, C, C-)

The report meets basic requirements. Shows some connection between academic knowledge and practical work but lacks depth in reflection or analysis. Writing may be uneven or contain errors that detract from clarity.

Marginal (D)

The report demonstrates limited reflection or integration of academic concepts. Content is descriptive rather than analytical. Significant issues in organization, clarity, or completeness.

Failure (F)

The report does not meet academic or reflective standards. Lacks meaningful content, structure, or relevance. May be plagiarized, incomplete, or entirely descriptive with no critical reflection.

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.

Excellent (A+, A, A-)

The student consistently exceeded expectations in all aspects of performance, including professionalism, initiative, communication, and problem-solving. Demonstrated leadership, adaptability, and exceptional contribution to the organization.

Good (B+, B, B-)

The student performed well and met expectations in most areas. Demonstrated reliability, professionalism, and competence. May have minor areas for improvement but overall a positive contributor to the organization.

Fair (C+, C, C-)

The student met the minimum expectations. Performance was generally satisfactory but inconsistent. May have required supervision or improvement in specific areas such as time management or communication.

Marginal (D)

The student showed limited engagement or effectiveness. Required frequent supervision, lacked initiative, or demonstrated unprofessional behavior at times.

Failure (F)

The student failed to meet workplace expectations. Demonstrated unprofessional behavior, poor attendance, or inability to perform assigned tasks. May have been removed from the internship or received a formal complaint.

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