



DEPARTMENT OF MARKETING

MKT4897 MARKETING/MKT4899 IMC INTERNSHIP for 3/2018

Objectives

Internships opportunities in Marketing, Digital Marketing, IMC, Retail, Research and related marketing field is offered for students to practice and gain real working experience. Under an internship program, students will earn three credits for **MKT4897 Marketing Internship (or) MKT4899 IMC Internship**.

Department of Marketing, in cooperation with organizations and corporations, is seeking students and graduating students for internships. Students who have skills in various concentrations of marketing, such as retailing, merchandising, advertising, public relations, events, marketing research, digital marketing, and etc. or other business areas will be selected to work on specific projects in order to gain valuable experience in the application of such skills prior to entering a professional career.

Our partners

Marketing/Retail:

- Bangkok Airways
- Sino Pacific
- Bayer
- Uniqlo
- Makro
- Tops
- Pruksa
- Berli Jucker (BJC)
- Beiersdorf (Thailand)
- Chanel
- Comet (cosmetics)
- Minor Lifestyle
- TRUE Corporation
- Tesco Lotus
- SCG
- SF Cinema
- Sappe
- Ovaltin
- MONO 29
- Central Retail Group
- Decathlon
- DKSH
- KITO
- L'Oreal
- AP
- Vejthani Hospital
- Kaidee.com
- Arrow
- CPN
- Phyathai Hospital

Ad Agency:

- Ogilvy & Mather
- TBWA
- Cj Worx
- Dentsu
- IPG Mediabrand
- JWT
- Mindshare (Media)

Digital Marketing Agency:

- 23 Perspectives (Digi)
- Brilliant Million (Digital)
- Absolute Alliances
- Rabbit's Tale
- Brand Baker
- Digital Arts Network (DAN)
- Buzzebees
- Brilliant & Million

Event Organizer:

- Whiteline Activation
- IMPACT (Muang Thong Thani)
- SOWL

Hotel:

- Marriott
- Pullman
- Rembrandt Hotel Bangkok
- The Athenee Hotel
- The Peninsula Bangkok
- Centara Grand
- SukhoThai

Research:

- Kantar
- Kantar TNS
- GFK
- Custom Asia
- Thoth Zocial
- CSN & Associates
- Ipsos
- Intage
- Vitamins. Ltd
- TNS

Remarks: Students can apply the interested organization by your own and discuss with the department to enroll the subjects but it should be approved by MKT Chairperson for area of marketing work/acceptable job assigned.

Qualifications

1. Students must have at least 90 credits before applying for internship.
2. Students cannot enroll in other subjects during internship period.

Time Frame and Selection Process

1. An internship period, usually last up to one semester, which is approximately up to 8-9 weeks or at least 300 hours. The schedule for this summer semester (3/2018) will start at the first week of June and end at the last week of July (1st June – 31st July, 2019).
2. The internship is a part-time position, which means interns are required to perform about 6 to 8 hours of on-task activities each day. Actual workload, however, may be determined by mutual agreement between the organizations and interns.

Application period: 5th March – 28th March, 2019.

Interviewing days: Monday 1 and Friday 9 April, 2019. (Internally)

Application submission to organization: 3th April – 12th April, 2019.

Interview by organization: During 15th April to 3th May, 2019.

Announcement of accepted interns: 7th May, 2019.

Orientation day: Friday 10th May, 2019. (tentatively)

Requested documents:

1. Application form
2. Scanned or copy of transcript
3. One photo
4. Resume
5. Portfolio (Requirement for agency job)

Selection Process

1. All applications will be initially screened and monitored by department's internship committee.
2. Candidates will be called for the internal interview and qualified candidates will be selected and matched to partnership organizations.
3. Applications, portfolio, resume, transcript and personal reference of each candidate will be submitted to organizations as per the selections and qualification of internship candidates.
4. Candidates will be invited for interview with the prospective employers at least one month prior to the start of the internship. And announcement will be informed.
5. Placements will be determined no less than one week prior to the beginning of the semester of the experience. Student may not enroll in the aforementioned subject until their internship has been confirmed.

Job Descriptions

1. Job descriptions may be revised to meet various skills of individual interns and demands of the organization.
2. Interns are expected to adhere to reasonable dress code and time schedule requirements as required by the organization.

Internship orientation

1. To give full information and preparation of each intern, orientation will be arranged for broadening knowledge of personality, responsibility and proper manner of working by professional in area. Schedule will be announced later.
2. Students need to register the subject after they passed interviewing process. Chairperson will sign the petition to enroll the subject and students need to make payment before the application proceed to organization.

Compensation

1. Compensation rate is based on the mutual agreement between organization and interns. However, interns are not expected to receive benefits.

Supervision and Evaluation

1. The employing organization is obliged to provide a supervisor for the intern.
2. The supervisor is obliged to determine the intern's role, specific tasks to perform, and goals to be accomplished. The supervisor is obliged to furnish a written evaluation of the intern after work completion. The concerned lecturers or the Department will monitor from time to time during working of interns as possible and review this feedback and combine with the individual presentation and report of each intern to determine the final overall result and grade award for the student.
3. **Certificate of "Young Marketer Internship"** will be awarded to students for their internship completion.

Updated information on 5th March, 2019