

Apparel Merchandising (AM) Internship

CADS 4930 – Section ###

Syllabus

AM Internship Coordinator:

Dr. Annette Burnsed, kab0150@auburn.edu, (334) 844-4673, 372 Spidle Hall

Internship Faculty Supervisor:

TBD

REQUIREMENTS

1. **Work requirement** At least 10 weeks of full time employment (or 400 hours total).
2. **One e-mail letter each week** to your faculty supervisor (put *your name, the name of your firm and the week number on the subject line*; **Due – TBD by faculty supervisor**).
 - **The first letter** must should include a brief overview of your role and responsibilities, the firm's product &/or service (what they provide) organizational structure, their contact information.
 - All emails should relate your experiences that week - what you have learned, did, and contributed. This may be brief.
 - Call or email your faculty supervisor if there is a problem or issue of concern to you.
 - The weekly email should NOT be a replication of each day's journal entry – Typically, one short paragraph will suffice.
 - For the remaining weeks after your internship notebook submission, if any, you MUST continue sending weekly letters.
3. **Daily anecdotal journal** describing your work, learning experiences, and your thoughts and insights. This is a brief record of your experiences & reactions to your work assignments to be submitted at the end of the term as part of your notebook. A computer log is preferred. The daily journal for the internship days remaining after submission of your internship notebook, if any, MUST be submitted to the faculty supervisor by the last week's weekly letter due.
4. **Internship portfolio/notebook** presenting your company (in your own words) and your role/work there must include the following:
 - A brief description of your company, e.g., its business (products &/or services offered), size (sales, no. stores, no. employees, etc.), and position in the marketplace (compared to all competitors).
 - A description of your company's target customer / core customer and how the firm targets this market.
 - A brief summary of the key systems, procedures, policies, and/or technology the company uses -- in your own words.
 - Ten (10) (digital) action shots/photos of you "on the job in your workplace" in professional dress. Include captions with each photo providing explanatory information. When you put these photos in your notebook, also submit the electronic file of each photo

on CANVAS.

- Ten (10) Interviews of key management and executives (see # 5 below). Include a brief overall summary of all interviews (1-page limit) along with a 1-page (or shorter) summary of each interview. Include a business card (or complete title and contact information) for each interviewee. A photo of you and the interviewee is optional.
- Internship project (see # 6 below)
- Self-evaluation & program analysis (see #7 & # 8 below)
- Intern evaluation by on-site supervisor (see #9 below)
- Daily anecdotal journal (see #3 above)
- Thank you letters. Write and mail personal thank you letters to your internship supervisor, principal(s) of the firm and other key players in your internship. (Include photo copies of these written letters in your notebook)

5. Interviews with 10 employees who occupy *key leadership positions* (not other associates) in your company. **These are to be one to one, face-to-face interviews. In a small setting, you may also interview vendors, executives in competitive firms, or executive level professionals in related businesses.** The objective of these interviews is to introduce you to varied functions, perspectives and approaches to the same business **at the executive level. So interview only top management &/or corporate level executives.** Begin interviews early in your internship and finish them by mid-term. **For a 1-page summary of each interview, list the person's name, complete position/title, company, contact information, and date/time/place of the interview, at the top of the page.** Include their business card in the hard copy of your portfolio/notebook (if they have business cards). You may add a photo of you with the person you're interviewing. No group interviews, e-mail or survey interviews. In addition to individual interview summaries, also include a brief overall summary (1-page limit) of all the interviews (combined) to summarize your impressions and any themes that emerged as you reflect on the interviews.

Suggested Interview protocol/questions:

- Briefly summarize your career path, your current position and future goals.
- What are the "primary responsibilities of this position?"
- What are the major challenges of this position?
- What competencies are necessary for success in this position?
- What advice would you offer a student interested in a career in this industry?
- What current trends or issues have the greatest impact on this job/business?

Because executives are busy, carefully prioritize your questions before the interview. Keep your questions limited in number. Always be professional in manner and appearance.

6. Internship project – You must complete a project to solve a problem or capitalize on a work-related opportunity. Before beginning your project, you must submit a **project proposal** first to your work supervisor, and then submit the project proposal with the work supervisor's signature to your faculty supervisor. **The deadline for project proposal submission to the faculty supervisor via email is _____ (date TBD by the faculty supervisor).** Your internship project proposal must include **three sections** as instructed below (**2 pages maximum**):

Proposal Section 1: Problem/Opportunity and Goals

- This section should start with a description of the specific problem of the firm that your project will target to solve or the particular opportunity given by the firm that you will use for your project. This description needs to contain specific information about what the problem/opportunity is and why it is important for the company to solve the problem or do well in completing the work for the opportunity.
- Then, the statement of the problem/opportunity should be followed by a statement of specific goals that you hope to achieve as a result of your project. The scope of these goals varies by the nature of the project. In any case, the goals must be SMART goals (Specific, Measurable, Attainable, Realistic, and Time-specific). Also explain how these goals will benefit the firm.

Proposal Section 2: Plan of Action

- This section should describe the specific actions (or steps) that you will take to solve the problem (or complete the work for the opportunity) stated in the previous section and achieve the stated goals. This description should provide the details of “what” will be done “when,” “where,” and “how” as well as “who” will be involved in each action (or step).

Proposal Section 3: Plan of Evaluation

- This section should be used to explain how you will objectively document success in meeting your stated project goals. The plan of evaluation must specify how you will assess whether or not “each” of the goals is achieved. Depending on the nature of each goal, its evaluation may need to be done through securing qualitative feedback from the people involved (e.g., supervisor and colleagues’ verbal feedback, customer feedback, etc.), or done through some quantitative measures or numbers (e.g., improvement of sales or other firm operation records, direct measures of project success devised by the firm, etc.). You will need to examine each goal stated in Section 1 carefully in order to develop its appropriate evaluation plan for each goal.

Once your project proposal is approved by the faculty supervisor, complete the project according to the approved plan of action and evaluation. Your **final internship project** must include five sections [**5 pages maximum**, including text and visual documentation (pictures, charts, illustrations, etc.) to show the process (before & after)], following the outline below:

1. ***Problem/Opportunity and Goals***: The same content as Proposal Section 1 explained above.
2. ***Plan of Action***: The same content as Proposal Section 2 explained above.
3. ***Procedure***: Briefly describe how you actually executed your planned action to meet the goals and measure your success in meeting each goal.
4. ***Outcome***: Findings presented in text, charts, tables, pictures, etc.
5. ***Evaluation of the Outcome –Document*** your success in achieving your goals, according to the evaluation methods you proposed in the Plan of Evaluation from your Proposal Section 3 (explained above). Explain why you did or did not meet a goal. What would you do differently "next time"?

7. Self-evaluation - (1 page) Evaluate yourself as to how you handled yourself at work (e.g., your work habits, thoroughness, reliability, assertiveness, role as a team member), your reaction to the type of training or supervision received, and your potential (and desire) for working in a similar environment. Include your reaction to your supervisor's evaluation.

8. Program analysis -Evaluate your preparation for the internship. (1 page)

- What courses or course activities were most helpful to you?
- Were there any assignments that particularly prepared you for this internship?
- Is there anything you would have benefited from knowing better? Were there any situations when inadequate preparation interfered with you doing your best?
- Are there any courses which you wish you had elected to take?
- Are there any curricular topics which should be strengthened?

Your analysis, coupled with the same from other students helps us to continuously evaluate the program. Mention any ideas that you think deserve consideration.

9. Evaluation by on-site supervisor - (Use the **INTERN EVALUATION SURVEY** online at: **TBD**). Send this intern evaluation survey link to your on-site supervisor for him/her to complete **at least by 2 weeks prior to the end of the internship OR** (data TBD by **faculty supervisor**), **whichever is earlier**. At the on-site supervisor's completion of this online evaluation, he/she will be able to print his/her responses or download the PDF file of the responses. **Ask your supervisor to share his/her responses with you and include them in your internship notebook.** Ask your supervisor to discuss your performance with you and suggest any areas that you may need to work on to improve your performance. Include your reaction in your self-evaluation.

10. EXTRA CREDIT (OPTIONAL)

- **If you meet any AMDP alumni, please network with them and share** the person's title, contact information, year graduated, and AMDP degree option (merchandising or design) with your internship supervisor as well as the Apparel Merchandising Program Coordinator (Dr. Kwon, kwonwis@auburn.edu). (For up to a 1% extra credit)
- **Internship experience poster (for up to a 3% extra credit):** Submit a PowerPoint file of a 1.5 feet (Width) x 4 feet (Height) poster as a single slide including the following contents:
 - Title – The name of the company you worked for + the department/store/position you worked in.
 - Your name
 - Responsibilities – The day-to-day tasks and other responsibilities that you performed during your internship (Include some of your action shots in the poster).
 - How you secured this internship – where you found the internship position info, how you applied, with whom did you interview and in what form (e.g., Skype, phone, in-person) the interviews were done, etc.

- What you enjoyed the most about the internship
- Three most important things you learned during this internship
- Tips or advices for future interns

In formatting the poster, you may 1) use bullet points (instead of long paragraphs), 2) include images and visuals, and 3) use proper font type and size for easy viewing from a 1-yard distance. Submit the poster PowerPoint file separately from the internship notebook file on CANVAS.

Send your portfolio/notebook (hard copy) to your Internship Faculty Supervisor, 308 Spidle Hall, 261 Mell Street, Auburn University, Auburn, AL 36849-5603, so it will be received by the last day of class of the semester, date will change based on the semester of your internship. AND upload an electronic copy (a single PDF file) of the completed notebook on CANVAS by the same day.

LATE PENALTY: Assignments received after the due date will be penalized (Deduction of 10% of total points for each school day that is late).

EVALUATION FOR GRADE ASSIGNMENT

Your grade will be based on the following components and percentage weights:

- 10% Daily anecdotal journal- regular entries with evidence of thoughtful comments
- 15% Portfolio -thoroughness, creativity, professional presentation
- 15% 10 Interviews - logical selection of executives and thoughtful, written description
- 20% Internship project -quality of analysis, planning and execution, and evaluation of success.
- 5% Self-evaluation, program analysis -evidence of thoughtful analysis
- 25% Evaluation by on-site supervisor
- 10% Evaluation by faculty supervisor, including evaluation of weekly letters