MARKETING INTERNSHIP  
Final Report

**Your Name  
Your Address  
City, Zip Code  
Your Home Phone # (including area code)  
Your Student ID#  
Your e-mail address  
Semester you are registered for**

**Intern Employer  
Supervisor's Name  
Company Address  
City, Zip Code  
Company's e-mail address  
Company Phone # {including area code)**  
  
**COMPANY BACKGROUND**  
(Headings are in all capital letters, bold and underlined)  
  
This final paper follows the same set-up/formatting  
as the mid-term paper.  
  
This section should include:  
... organizational structure and style of management  
... corporate culture  
... degree to which employees are empowered  
... definition/mission of the business  
... definition of the markets and customers  
... marketing strategy (Product, Pricing, Placement, Promotion) and positioning  
  
**DUTIES AND TASKS**  
  
Outline the specific tasks and responsibilities of your internship, the projects you   
worked on and how you applied what you've learned in your classes to these responsibilities and tasks.  
  
**STRENGTHS AND WEAKNESSES**  
  
This section is for you to outline the strengths and weaknesses of your internship position, making suggestions for change as appropriate.

This final report should be no more than three to four (3-4) pages in length. There is no cover page and it must follow this format explicitly with one-inch margins on all four sides, double-spaced, one blank space between headings and text, as outlined. Do NOT put it in a cover or bind it in any way - only a staple in the top left corner. It must be run on a laser or ink-jet printer. ABSOLUTELY NO DOT-MATRIX will be accepted. If this format is not followed, or your paper is late, you will not receive credit.   
**THIS IS YOUR FINAL EXAM!**