Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_

Internship Reflection Paper

Your paper should address the following pieces of information:

1. A summary/brief overview of the internship modules as a whole. Describe each module. What part of marketing did each module address?
2. Which module did you find as the most interesting and why? What specifically made it interesting?
3. In a real world situation as a marketing intern which modules/portion of the marketing concept as a whole do you think would be the most challenging and why?
4. Discuss what the internship modules taught you about marketing as a whole. Discuss at least one thing from each module.
5. What did you realize about marketing careers as a result of completing the internship modules? Is it something that you would be interested in.? Why or why not? If so which part appeals the most to you?

Turn in your paper as part of an internship portfolio.

\_\_\_\_\_\_\_\_\_\_ Reflection Paper – 75 points

\_\_\_\_\_\_\_\_\_\_ Module 1 – 5 points

\_\_\_\_\_\_\_\_\_\_ Module 2 – 5 points

\_\_\_\_\_\_\_\_\_\_ Module 3 – 5 points

\_\_\_\_\_\_\_\_\_\_ Module 4 – 5 points

\_\_\_\_\_\_\_\_\_\_ Module 5 – 5 points

Use the flowing grading rubric to make sure that your paper receives the maximum number of points

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 5 | 4 | 3 | 2 | 1 |
| Overview/summary(x2) | Portion is evident and well developed. Answers all portions of the outlined questions. | Portion is evident but lack a small amount of development. Answers most of the outlined questions | Portion is evident and somewhat developed. Answers only one of outlined questions. | Portion is evident but highly underdeveloped and does not address any of the suggested writing questions.  | There is no portion evident in the paper |
| What I found most interesting about marketing (x2) | Portion is evident and well developed. Answers all portions of the outlined questions. | Portion is evident but lack a small amount of development. Answers most of the outlined questions | Portion is evident and somewhat developed. Answers only one of outlined questions. | Portion is evident but highly underdeveloped and does not address any of the suggested writing questions.  | There is no portion evident in the paper |
| What I found most challenging about marketing (x2) | Portion is evident and well developed. Answers all portions of the outlined questions. | Portion is evident but lack a small amount of development. Answers most of the outlined questions | Portion is evident and somewhat developed. Answers only one of outlined questions. | Portion is evident but highly underdeveloped and does not address any of the suggested writing questions.  | There is no portion evident in the paper |
| What I learned about marketing (x2) | Portion is evident and well developed. Answers all portions of the outlined questions. | Portion is evident but lack a small amount of development. Answers most of the outlined questions | Portion is evident and somewhat developed. Answers only one of outlined questions. | Portion is evident but highly underdeveloped and does not address any of the suggested writing questions.  | There is no portion evident in the paper |
| What I discovered about marketing careers (x2) | Portion is evident and well developed. Answers all portions of the outlined questions. | Portion is evident but lack a small amount of development. Answers most of the outlined questions | Portion is evident and somewhat developed. Answers only one of outlined questions. | Portion is evident but highly underdeveloped and does not address any of the suggested writing questions.  | There is no portion evident in the paper |
| Writing Organization/flow of paper | The sequence of ideas supports development of the main idea; transitions and other features are used to reinforce organization. | Ideas are grouped into paragraphs, and paragraph breaks are used to indicate shifts in focus. The sequence of ideas is clear but not necessarily ideal. | The sequence of ideas is frequently confusing or unclear, or grouping and division of ideas does not effectively support the main point. | The sequence of ideas is completely confusing or unclear and the reader struggles to follow the flow of the paper.  | The sequence of ideas shows no clear pattern. |
| Writing Development | All ideas are well thought out and developed into full and insightful thoughts. The ideas are eloquently presented in the paper in a manner that retains the audience’s attention and connects the topic to the ideas presented.  | Most ideas are well thought out and developed into full and insightful thoughts. The ideas are eloquently presented in the paper in a manner that retains the audience’s attention. | Most ideas are well thought out and developed into full and insightful thoughts but the reader has difficulty connecting the thoughts to the topic.  | Very few ideas are well thought out and developed into full and insightful thoughts. The ideas are poorly presented and lack relationship to the topic. | There is no development of ideas. Simple statements that lack connectivity and thought are present throughout the paper. |
| Editing | The paper is nearly free of errors of spelling, grammar, punctuation, word choice, and formatting. | Errors of spelling, grammar, punctuation, word choice, and/or formatting may be present but are not intrusive. | Errors of spelling, grammar, punctuation, word choice, or formatting are frequent, noticeable, and/or intrusive | The writing shows seriously deficient control of sentence mechanics, the conventions of written English, and/or formatting. | The writing show no regard towards grammar, punctuation, word choice |
| Evidence/Support | All points were supported by evidence from internship modules and specific references were made to the completed internship modules  | The majority of points were supported by evidence from internship modules and specific references were made to the completed internship modules | Few points were supported by evidence from internship modules and specific references were made to the completed internship modules | Some points were made based on the internship modules but specific modules and details were neglected as a reference in the paper and failed to be mentioned. | There was no reference to internship modules evident in the reflection paper.  |
| Writing GuidelinesTyped* 12 point font
* Times/Legible sans serif font
* Double spaced
* 1” margins
* In a binder/folder with tabs
 | All five writing guidelines are followed  | Four of the writing guidelines are evident  | Three of the writing guidelines are evident | 1-2 of the writing guidelines are evident | No writing guidelines are followed |