CNSR SCI 603
Retail & Consumer Behavior Internships

DESCRIPTION
The retailing and consumer behavior internship fosters the development of students while bringing classroom learning to life while the student participates in high impact learning and work situations.

OBJECTIVES
1. Explore career opportunities within a company and industry through real-world situations
2. Develop relationships with co-workers and supervisors working as a team member through varied experiences while improving interpersonal relationships
3. Reinforce educational and career goals while preparing for transition from student to a professional in the workplace
4. Enhance knowledge of the industry’s systems and procedures, including adopting to changing market trends and technology
5. Gain a deeper understanding of how consumerism can be enhanced through retail functions and consumer behavior analytics

GUIDELINES & REQUIREMENTS
1. The internship student will be employed within a retail, consumer research, wholesale or marketing organization in areas of retail and consumer behavior.
2. Internships are intended to be beneficial for both the student and the employer.
3. The internship will have a strong focus on training, learning and development rather than just doing.
4. The employer or supervisor will develop specific performance objectives and a training timeline for the internship period.
5. The internship student will assume increasing levels and variety of responsibility within the organization under the direction of a direct employment supervisor while being supervised and assessed.
6. The internship student will be assigned a specific project for the full term of the internship as directed by the employment supervisor. The projects should require the student to apply critical thinking skills that contribute to the overall effectiveness of the operation.
7. Frequent formal and informal reviews of the internship student’s performance will be conducted by the supervisor to allow recognition of accomplishments, identification of strengths and weaknesses, and establishment of a plan for further development. There will be two formal performance evaluations required for the internship course, however, the employer may opt to also conduct their own, or substitute their own to be submitted in place of the ones required for the course.
8. Although a work experience may involve some menial tasks, selling, or clerical activities, the internship is not to be a clerical, retail sales or cashier position and in total may not encompass any more than 25% of the internship student’s overall time or responsibility.
9. To earn credit for CNSR SCI 603 Retailing Internship, the student must participate and complete the CNSR SCI 603 assignments and work at least 150 hours in the internship during the corresponding term, although most retail internship sites require more hours. Students may not receive credit for prior work experience. Students will need to track their hours and will need to obtain their supervisor’s signature to verify the hours at the end of the term.