



SAINT LOUIS UNIVERSITY  
MADRID

## **MKT 4910 M01: Marketing Internship**

Spring 2026

<b>Credit(s):</b>	1-3
<b>Prerequisite(s):</b>	1) GPA of 3.0 and above. 2) MKT-3000 (Introduction to Marketing Management) 3) Junior standing or higher. 4) Fluent English and Spanish (300-level Spanish required). 5) Ability to work 5 days/week for no less than 15-20 hours/week for no less than 90 days. The minimum total number of working hours is 180. 6) Complete an interview with the Internship Coordinator and a Spanish professor prior to the actual company interview. 7) Prior completion of the following courses is highly recommended ECON-1900 (Principles of Economics); IB-2000 (Introduction to International Business); ACCT-2200 (Fundamentals of Financial Accounting); FIN-3010 (Principles of Finance).
<b>In-Person Class Time:</b>	N/A
<b>Classroom:</b>	N/A
<b>Instructor:</b>	Gonzalo Moreno
<b>Instructor's Email:</b>	<a href="mailto:gonzalo.moreno@slu.edu">gonzalo.moreno@slu.edu</a>
<b>Instructor's Phone:</b>	(+34) 91 554 58 58, ext. 253
<b>Office:</b>	PAH-top floor
<b>Office Hours:</b>	MTWR, 14:00-15:00 (Madrid time, GMT+2), always under appointment

### **Course Description:**

The internship program offers students the opportunity to gain professional experience and develop important skills by working in a company in the Madrid area. The internship is also intended to benefit the participating organization through student contributions. The student will earn course credit for the internship as outlined below.

### **Course Registration:**

Students must submit all [required documents](#) as outlined on the Career Services webpage to the Internship Coordinator. Students must then obtain an internship and meet with the Faculty Director to complete the Internship Agreement Form (available on the Career Services webpage). Upon acceptance in an internship position, students will be enrolled in the course.

### **Course Objectives and Learning Outcomes:**

In addition to fulfilling the job requirements (APPENDIX I), students are required to complete the work outlined below:

#### **1) Initial Personal Development Goals**

Once the internship is obtained and you have had an opportunity to meet with the Workplace Mentor to discuss the details of the job, you must submit a written outline of your internship responsibilities and your personal development goals to the Faculty Course Advisor for the experience. This plan should include the following elements:

1. Description of the job you are expected to fulfill.
2. Contribution you hope to make to the firm or department.
3. Personal goals you hope to achieve and the skills you hope to develop.
4. How you expect your internship to relate to what you have learned as a student of international business.

## 2) Weekly Behavioral Interviewing Questions (12 in total)

Each week you will need to answer one of the behavioral interview questions listed in APPENDIX II. You can choose the question you want each week, but your **answers must pertain to your current internship position.**

## 3) Fortnightly Analysis (6 in total)

Each week you must submit a problem or procedure analysis to the **Faculty Course Advisor**. This is an analysis, not a journal. You must **analyze** a specific work activity or situation, not just explain what you have done. The weekly analysis is to focus on one of two areas:

**Analysis of a Problem or Project** – you must cover the following points:

1. Problem statement
2. Action plan
3. Results
4. Conclusions and recommendations
5. Learning – How does this compare to what I have learned in my classes at SLU-Madrid?

**or**

**Analysis of a Procedure** – you must cover the following points:

1. Description of the processes of different activities within the company
2. Coordination of the processes
3. Possible improvements
4. Learning - How does this compare to what I have learned in my classes at SLU-Madrid?

## 4) Bimonthly Meeting with Faculty Course Advisor (1, at least)

When you are at least halfway done with your internship, **you must schedule a meeting with Dr. Moreno** to discuss your development in the internship. Consider what you have learned throughout your studies, how that compares to what you have experienced on the job, and how you have implemented the theories and concepts you learned in class.

## 5) Final overview of the company and your contribution

There are two core components:

1. The Company
  - i. Describe the company in which you have done your internship, their mission, and objectives. Analyze the macroeconomic environment of the company via a SWOT analysis. In the case of a non-profit organization, focus the SWOT analysis on the ability of the firm to fulfill its objectives.
2. Student and Personal Development
  - i. Describe how the work you did relates to the firm's mission and objectives.
  - ii. Analyze the following aspects of your work and development:
    - a. The activities you carried out.
    - b. The challenges you faced.
    - c. The skills you obtained.
    - d. The goals you achieved.
    - e. How you implemented concepts you learned in class. What theories you saw in practice in the workplace.
    - f. How you will apply the key lessons learned as you develop in your career.
    - g. The personal or professional areas you hope to improve on as you develop in your career.

## **6) Work Sample**

Together with the final report (see 5), students must submit a sample of their work. This will vary from student to student, depending on the nature of the internship. It can be a spreadsheet, a website, a press release, a report, etc., but prior approval of the artifact by the Internship Coordinator and Faculty Course Advisor is required. Include an explanation of the sample – explain why you created it and the process you followed.

## **7) Final Project Dossier**

The final project dossier you turn in will incorporate all the written work you completed for the course (Points 1 – 6 above).

**Grading:** The work will be supervised and monitored by the Workplace Mentor and the Internship Coordinator from SLU-Madrid. The Workplace Mentor will evaluate the student's performance by completing an evaluation form and returning it to the Internship Coordinator. The final grade for this course is A-F and will be determined as follows:

- 25% - Workplace Mentor Evaluation
- 25% - Personal Development Goals, Journal and Progress Reports
- 50% - Final Reflection and Work Sample

**E-mail:** Campus and course announcements will often be handled by e-mail. Students should check their “@slu.edu” e-mail regularly.

## **APPENDIX I - On the job commitment:**

### 1. Student:

- Fulfill the hours and follow the norms set by the company.
- Fulfill the job outlined by the company.
- Maintain contact with your Workplace Mentor and the Internship Coordinator in the manner indicated.

### 2. Workplace Mentor:

- Develop a work plan for the student.
- Orient and support the student on the job.
- Evaluate the student's on-the-job performance.

### 3. Internship Coordinator:

- Coordinate with the student and Workplace Mentor to ensure the work is challenging and that the student is fulfilling her or his commitment.
- Work with the faculty member to evaluate the student's performance.

### 4. Faculty Member:

- Meet with student during the course and provide mentoring throughout the course as needed.
  - Review and evaluate all student work; submit the final grade for the class.
- 

## **APPENDIX II - Behavioral Interviewing Questions:**

Each week choose one question and answer it in detail.

- Some people consider themselves to be “big picture people” and others are “detail oriented”. Which are you? Give an example of a time when you displayed this.
- There is more than one way to solve a problem. Give an example from your recent work experience that would illustrate this.
- Give two examples of things you've done in your job that demonstrate your willingness to work hard.
- Tell us about a time when a supervisor criticized your work. Give a specific example.
- Tell us about the last time that you undertook a project that demanded a lot of initiative.
- Describe the project or situation which best demonstrates your analytical abilities. What was your role?
- Describe a situation where you felt you had not communicated well. How did you correct the situation?
- Describe a time when you were able to effectively communicate a difficult or unpleasant idea to a superior.
- Describe the most significant written document, report, or presentation which you had to complete.
- Tell us about a recent successful experience in making a presentation. How did you prepare? What obstacles did you face? How did you handle them?
- Describe a time when you made a suggestion to improve the work in your organization.
- Give a specific example of a time when you had to address an angry colleague or customer. What was the problem and what was the outcome? How would you assess your role in diffusing the situation?
- Describe a situation when you demonstrated initiative and acted without waiting for direction. What was the outcome?
- Describe a time when you came up with a creative solution/idea/project/report to a problem in your past work.
- Tell us about a time when you took responsibility for an error and were held personally accountable.
- Tell us about some demanding situations in which you managed to remain calm and composed.
- How do you typically deal with conflict? Can you give me an example?
- Tell us about a time when you organized or planned an event that was very successful.
- Tell us about your most difficult sales experience.