



Field of study: MARKETING

Major: STRATEGIC MARKETING

SPECIALIZED INTERNSHIP

– 2nd year, semester II –

The internship can take place in specialized units, within the period of time established in compliance with the structure of the academic year, the evaluation of the internship being performed during colloquium and graded from 10 to 1. The grade from the internship colloquium is part of the terms and conditions of passing into the next academic year and is taken into account in the calculation of the overall average. Credit-points allotted for the internship are over and above the total number of credit-points allotted to the subjects studied during the semester.

The specialist in the field of marketing needs to acquire both fundamental-theoretical and practical-applicative knowledge, which would allow him/her to hold significant competences in the various areas of the processes pertaining to strategic marketing. To this aim, the concepts, methods, instruments and mechanisms studied in a conceptual-theoretical manner must be found and detailed in practice/internships.

The obligations of master students:

1. To acquire knowledge regarding all tasks that will be achieved during the internship period;
2. Draw up an individual paper/internship project considering the casework studied in the internship entity.

According to the structure of the academic year, the INTERNSHIP period shall last 3 weeks, and students must comply with the working schedule of the internship entity.

Evaluating and Conducting the Internship Colloquium:

When participating in the internship colloquium, the presented internship file (portfolio) must be typed and must include:

1. An assessment bearing the signature and stamp of the internship unit, showing the number of hours worked, punctuality, discipline, the extent to which practical knowledge has been acquired and the qualification proposed;



2. The individual paper (the internship project) which has to be written during the internship period, including annexes: documents collected during the internship at the economic entity.

The *SPECIALIZED INTERNSHIP* will be concluded with a colloquium grade which will be further considered when calculating the general average grade of the study year.

Submission of the internship journal and participation in the internship colloquium will take place simultaneously at a date announced by the School's management board.

DEAN,

Lecturer Laura-Georgeta Bărgan, PhD.