

THE PROGRAMME OF THE PROFESSIONAL ACTIVITY

FOR THE STUDENTS OF MARKETING MANAGEMENT SPECIALIZATION

Title of the internship: Internship of professional activity, **code:** VVEVB15709.

Period of the internship: Internship starts from 28th of November in 2016 and finishes at 20th of January in 2017.

Value of the internship: 12 credits.

Form of reporting: report.

Form of evaluation: grade.

The objective of the internship: Acquisition of comprehension in practical applications and peculiarities of marketing management in a certain company or organization.

Expected results: Obtainment of practical knowledge about marketing management peculiarities in a certain company or organization. The ability comprehensively apply various marketing theories and methods for production and services activities.

The tasks of the internship:

1. Describe the organization where the practical work is accomplished, evaluating overall marketing management principles applied in the organization.
2. Analyse marketing researches executed by the organization.
3. Recognize the academic theories and methods applied in organization activities developing marketing strategies for various economical activities.
4. Describe the practical solutions applied in organization executing the matter of international marketing targets.
5. Other task defined by internship mentor.

Requirements for the internship report:

1. Internship report should reflect the objective and the tasks of the internship – the performed activities has to be presented and described.
2. The amount of internship is around 20 A4 format pages (font 12 pt.; range 1.5 pt. ; margin - 3 cm on the left, followed by 2 cm at the top and bottom, 1.0 cm - on the right).
3. The structure of internship report: titular page, task of internship, introduction, report, conclusions and suggestions, references and appendices.
4. Practice report must be properly illustrated with tables, charts, graphs, and so on.
5. Writing the report one may follow formatting requirements (in Lithuanian language): <http://leidykla.vgtu.lt/lt/knyga/vadyba-ir-administravimas/559.html?Itemid=15>
6. The review of the supervisor designated in the internship location.

Recommended references (it has to be specified for the individual task):

1. Brace, Ian. Questionnaire design: how to plan, structure and write survey material for effective market research. London: Kogan Page, 2013, 288 p.
2. Usunier, Jean-Claude. Marketing across cultures. Harlow: Pearson, 2013, 478 p.
3. Blythe, Jim. Essentials of marketing. Harlow: Pearson, 2012, 340p.
4. Sally Dibb. Marketing: concepts and strategies. Andover: Cengage Learning, 2012, 815 p.
5. Kotler, Philip. Marketing management. Harlow: Pearson Education, 2012, 806 p.
6. Joseph F. Hair. Essentials of marketing research. New York (N.Y.): McGraw-Hill Irwin, 2013, 414 p.

7. Naresh K. Malhotra, David F. Birks, Peter Wills. Marketing research: an applied approach. Harlow: Pearson, 2012. 1037 p.

Requirements for the internship assessment:

1. The trilateral internship agreement has to be assigned till 2 weeks before starts the internship.
2. The review of supervisor designated in the internship location has to be attached to the internship report (the review has to be signed by supervisor and approved by the seal of organization and it has to be written on the corporate blank).
3. The report has to be submitted three days before assessment of the internship.
4. The trainee has to fill in questionnaire about internship location and performance.
5. Estimation of the internship report accomplished by answering questions related with the task and the report of the internship.
6. In order to estimate the internship report the trainee has to be prepared to describe the organization, where internship accomplished and evaluate the significance of the internship.

Report terms:

The first assessment period **30th of January in 2017 till 3rd of February in 2017.**

The first re-taken of the report assessment **6th of February in 2017 till 17th of February in 2017;**

The second re-taken of the report assessment period (paid, with the Dean's permission) from **20th of February in 2017 till 3rd of March in 2017.**

The university mentor of the internship:

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