

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Internship in Marketing

**COURSE NUMBER:** BMK 490

**PRE-REQUISITE(S):** BMK 305 and BMK 400

**COURSE DESCRIPTION:**

Practical work experience is imperative for University students in gaining employment in their chosen profession upon graduation. The focus of the internship is to gain exposure and skills in the business field. Internships have become a standard within most business curriculums. Internships have also become the distinguishing factor in recruitment selection amongst new graduates by employers. Companies today have fewer opportunities for entry – level positions; therefore employers today are lo

B-2 Evaluate the firms marketing mix, customers, product, price, place, and promotion

B-3