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| Acronym and text | **STRATEGIC MARKETING 460 TEAM PROPOSAL** |

# Please complete in full:

Team Members Names and Email Addresses  
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Team Captain’s Phone Number: \_\_\_\_\_\_

Business/Organization:

Mentor/Main Contact:

Address:

Phone Number: Email Address:

Course/Project Instructor: Duane Weaver

Phone Number: (250) 753-3245 Local 2601  
 Email Address: [duane.weaver@viu.ca](mailto:duane.weaver@viu.ca) (best method of contact)

**Instructor expectations of the project experience**

* Start date: Students should be available to begin activities related to the project as per the course outline:
* Completion date: as per course outline.
* Consider in detail the goals and expectations you and your project mentor can mutually agree upon as a frame for both future reference and evaluations. These should be included in the Project Proposal.
* Include how often the student(s) and the Project Mentor will communicate, what location will he/she be working in or from, the frequency and dates/times of planned site visits and other pre-planned activities (etc.)

*\*Collaboratively complete the Project Proposal with your Mentor and your Instructor. It is mandatory that you have a completed Internship Proposal prior to starting your project.*

*This Proposal is not intended to be a contract but rather a frame from which the Student, Project Mentor and Instructor can clearly document intentions.* ***All proposals must be approved by the Instructor before obtaining your Mentor’s signature, and project activity begins.***

Start date:

Completion date:

Site visit dates and times::  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Location(s) of Project activity: \_\_\_\_\_\_\_\_

Typically per week, how will the Student and Mentor communicate: ❒ in person ❒ phone ❒ email ❒ all  
  
Document any required resources to be provided by the Project Mentor.

Please address each of the following 6 pillars, which are integral to the success of the project.

1. **Connection to an organization**

* Describe the organization and other key stakeholders, such as clients and suppliers. Clearly identify where your Internship activity will take place.

1. **Application of Marketing 460 Course learning**

* Describe specific courses and/or tools and resources that you were introduced to in MARK 460 and how they apply to your proposed project.

1. **Demonstration of New Learning**

* Describe your learning objectives. What do you expect to learn from your proposed Internship?

1. **Mentor and Accountability**

* Describe who your Mentor is and provide a brief profile.
* How will you make yourself accountable to your Mentor? (For example; meetings, sharing drafts of work, having discussions at key milestone points).

1. **Forum for Demonstration of Professionalism**

* In what ways will this Project give you the opportunity to demonstrate professionalism in the workplace?

1. **Development of Career**

* What are your current career goals? How do you see this Project strategically adding to or building toward your career goals?

**Scope of Internship Activity**

* What is your understanding of the Project objectives? This should include the problem being faced by the client.
* Are there any studies and learning you may have to engage in on your own to address any knowledge gaps?
* Create a detailed plan or Gantt chart with timelines for the completion of deliverables, detailing your anticipated work schedule along with key milestones.
* The anticipated personal and professional challenges you will face during this Project and the strategies you will employ to mitigate for these challenges.
* A description of all deliverables to the host organization, highlight what your final submission to the client will be in terms of form and content.

In Project situations where confidentiality is a concern, an amendment can be provided detailing the Non-Disclosure Agreement.

Date: Student:

Date: Student:

Date: Student:

Date: Student:

Date: Project Mentor:

Date: Instructor: