



**UNIVERSITY OF ECONOMICS
– THE UNIVERSITY OF DA NANG
FALCUTY OF MARKETING**

MANUAL DOCUMENT GRADUATION THESIS

FOR MARKETING STUDENT

Academic year 2018 -2019

INSTRUCTIONS FOR GRADUATION INTERNSHIP THESIS

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INTRODUCTION

Graduation internship program is designed to help students really integrate into the business environment, apply the learned knowledge and grasp the knowledge and skills in practical activities, to be able to become professional marketing managers in the modern era. In addition, the internship also aims to increase the interaction between the school and the internship unit.

One of the major changes of the internship this year is that students will simultaneously perform two tasks: (1) practical internship at the unit as a real intern and (2) graduation thesis with the orientation of applying the learned knowledge into analysis, proposing solutions to marketing problems at the unit.

The instructors will contact regularly and closely with the intern to supervise the internship situation of students at the enterprise. The internship process of the student will be assessed by the enterprise and be part of the final score of the internship period.

1. PURPOSE OF THE INTERNSHIP

- Help students apply and develop the knowledge and skills they have learned in the real working environment.
- Focus on developing real working experiences in a marketing position at the enterprise.
- Detecting, researching and proposing solutions to marketing management issues for units and completing graduation thesis meeting requirements.

2. TARGET OF THE INTERNSHIP

After the internship, students must complete the following two types of goals:

- a. Objective of knowledge:
 - Observe and learn practical processes, operations and plans of the internship unit.
 - Study the behavior of customers (individuals or organizations) of enterprises
 - Consolidate Marketing knowledge learned at the University through working at the enterprise: Market research and consumer behavior, Marketing environment analysis, planning and implementing segmentation strategies and market selection target, develop product / brand positioning strategy, set up and implement marketing mix programs, evaluate strategy effectiveness and marketing program. Since then, creatively applying Marketing knowledge to identify marketing problems and opportunities of businesses, thereby solving problems or seizing marketing opportunities.

- Understand practical information about professional activities (state regulations, professional associations' rules, standards of professional ethics, etc.)
- b. Objective of skills:
 - Develop self-awareness skills, evaluate opportunities, define **career goals** of Marketing people and develop specific plans to achieve those goals, and be responsible for career and personal goals.
 - Developing marketing skills: grasping the sensitivity of consumers' needs, teamwork skills, communication skills and creating relationships, time management skills, ability to work in the high pressure environment.
 - Perfecting the ability to actively think, create and adapt flexibly with a professional working environment.
 - Honoring the professional spirit in work includes virtues such as career passion, honesty / integrity, responsibility / reliability, respect for others, confidence and dynamism.
 - Develop the ability to work independently and work with other people, inside and outside the organization, applying knowledge and career skills.
 - Developing the capacity to discover marketing management issues in practice, applying marketing knowledge to research and analyze, then propose solutions to the unit.

3. REQUIREMENT OF THE INTERNSHIP

- Students participate in practical internship at a unit with a position suitable to the field of study.
- Students will spend internship time at the unit (minimum of 20 hours / week within 14 weeks) with a specific job position (with job description and commitment).
- Students develop internship plans with specific goals and action plans for 16-week internships.
- Students comply with all requirements from the interns during the 14-week working time at the unit (according to the commitment between the Faculty and the intern).
- Students must show their professionalism and highest effort during the internship.
- Students will report the internship progress as required by the instructor and choose a research orientation for the thesis.

IMPLEMENTATION PROCESS

Total internship time is **16 weeks**:

Students must complete a **16-week internship from December 31, 2018 to May 4, 2019**, at least **20 hours per week for a period of 14 weeks and 2 weeks to complete a thesis** at a business unit, public agencies or nonprofit organizations in positions relevant to the discipline.

The following is a list of tasks to be done along with the deadlines for students:

TIME	WORK CONTENT
Week 1 From 31/12/2018 to 6/1/2019	<ul style="list-style-type: none"> - Choose internship units and internship positions - Note: <ul style="list-style-type: none"> o Choose an internship position suitable for the study major o Choose position and practice units so that you can get the most realistic work experience, while meeting your personal internship goals.
Week 2&3 From 7/1 to 20/1	<ul style="list-style-type: none"> - Set personal goals in the long and short term - Review the suitability of the unit, the internship position with personal goals - Get acquainted, learn about internship units and internship positions - Outline the Personal Internship Plans, Action Plans and Evaluation Standards (Through instructors and instructors at interns)
Week 4 From 21/1 to 27/1	<ul style="list-style-type: none"> - Complete and submit the following materials to instructor: <ul style="list-style-type: none"> o The internship agreement certified by the intern o Personal internship plan certified by the intern o The job description at the unit's internship position certified
28/1 to 10/2	LUNAR NEW YEAR HOLIDAY
Week 5,6,7 11/2 to 3/3	<ul style="list-style-type: none"> - Implement the developed internship plan and other requirements of the intern and instructor

	<ul style="list-style-type: none"> - Thematic report No. 1: analyzing the situation of the company and identifying research issues
Week 8,9,10 From 4/3 to 24/3	<ul style="list-style-type: none"> - Implement the developed internship plan and other requirements of the intern and instructor - Thematic report No. 2: synthesizing suitable theoretical basis to analyze and identify causes, find bases to propose solutions for units
Week 11,12 From 25/3 to 7/4	<ul style="list-style-type: none"> - Implement the developed internship plan and other requirements of the intern and instructor - Thematic report No. 3: Complete the proposed solution for the unit
Week 13,14 From 8/4 to 20/4	Complete the thesis - ensure English standard for the thesis
Week 15,16 From 21/4 to 4/5	<ul style="list-style-type: none"> - Submit all practical materials and the thesis on Faculty before April 28 - Faculty Council mark the thesis

EVALUATION PROCESS

Students will be evaluated by interns and faculties, in the following directions:

1. Internship unit – 10%:

- The instructor at the intern will keep in touch with the Faculty. All testimonials will affect the student's final score.
- The instructor at the intern will fill out an evaluation form at the end of the internship. The score of the Internship Unit will determine 10% of the final term of the students. In case of the assessment score of the unit of students under 4 points (on a 10-point scale), the student will fail to graduate.

2. Instructor – 20%

The instructors rated 20% with the following contents :

Evaluation content	Criteria Description	%
Planning	<p>The goal is clear, feasible, measurable</p> <p>Targets are consistent with the job position</p> <p>Actions associated with goals and actions are clear and appropriate</p> <p>Clear and feasible evaluation criteria</p>	20%
Implementation of the plan (Assessment based on periodic reports of journal and thematic reports)	<p>Birth of serious implementation of the plan</p> <p>Practice diary shows good practice of students</p> <p>What students learn (knowledge, skills) compared to the target</p> <p>What the results mean for marketing</p>	40%
Attitude (In case students violate attitudes, dishonest, do not complete according to schedule, instructor may propose to suspend practice)	<p>Seriously, on time for every work</p> <p>Honest</p> <p>Positive, with the spirit of learning</p>	20%
Thesis	<p>The thesis shows the close connection with the topics reported and the internship process</p> <p>The thesis is properly and fully implemented the required contents.</p> <p>Identify, analyze problems and propose solutions to apply marketing knowledge</p>	20%

3. Thesis Council – 70%

The thesis council rates 70% of the following contents:

Evaluation content	Criteria Description	%
Formality of the Thesis	<p>The thesis is presented with the full structure of the chapters required</p> <p>Clear and beautiful presentation. Style, correct spelling, suitable for scientific texts</p>	10%
Content of the Thesis	<p>Fully integrated, the marketing knowledge system serves as a foundation for identifying and analyzing marketing issues at the unit.</p> <p>Synthesize, analyze fully the reality of the internship unit, analyze in-depth research areas and research issues by using appropriate marketing analysis tools.</p> <p>Proposing a suitable and creative solution for the unit. The solution must be developed in detail, complete and feasible with the actual context in the unit.</p>	70%
Language used	Thesis are written and defended in English (encouraged, not required)	10%
Presentation	<p>Clear and persuasive demonstrates students' thorough understanding of enterprise reality and research issues</p> <p>Slide: presents clear, beautiful, consistent presentation effects</p> <p>Students answered well and persuaded the Council questions</p>	10%

GUIDELINES TO COMPLETE THE PRACTICE BRIEF

1. INSTRUCTIONS FOR CHOOSING PRACTICE UNIT AND PRACTICE POSITION

Before going to the internship unit:

- Read this manual carefully.
- Select the practice unit according to the following criteria:
 - The field of work and the position of work are suitable for the majors and individual career development orientations.
 - Practicing units and practice positions must create conditions for students to experience and observe reality. On the students side, each person should strive to increase interaction to maximize the opportunity for practical experience.

Outline a personal internship plan based on career goals, personal strengths, weaknesses and requirements from the university and interns.

When meeting the instructor at the intern:

- Agree with the instructor on issues:
 - Requirements from students and university:
 - Looking forward to working in reality, not too focused on data
 - Knowledge of skills and willingly to learn - attitudes
 - The work must be completed during the internship period
 - Request from the internship unit:
 - Time, practice time at the unit
 - Responsibilities and tasks to be completed during the internship period
 - Regulations must comply at the internship unit
 - Standards to evaluate students at internships
- After discussing with the instructor, ask the instructor to sign the job description, personal internship plan, internship commitment. Return these documents to the instructor.

2. GUIDE TO WRITE THE JOB DESCRIPTION:

The job description is created after the student has a direct exchange with the intern to understand the tasks, the tasks students will have to perform during the internship at the unit. A job description usually includes the following items:

GENERAL INFORMATION

- ⇒ Student : Full name of student
- ⇒ Class : Current class
- ⇒ Internship unit : Full name of internship unit
- ⇒ Address : Address of internship unit
- ⇒ Department : The department which student will work at
- ⇒ Position : Students need to choose a position that is suitable for their specialization and individual career development orientation, and have the teacher's approval for that position.

MISSION COMMITMENT:

- Task perform:

This is a list of the task of the internship position that the internship requires students to perform. Students need to discuss carefully with the instructor at the intern to decide on these tasks.

The tasks outlined here will cover the main and secondary tasks of the internship position. For the main tasks, students are expected to spend at least 50% of the time at the internship unit to complete. Students will allocate other tasks themselves for the rest of the time.

The instructor will evaluate the job description based on the suitability of the main and secondary tasks with the internship position of the student..

- Observation tasks (optional)

This section describes tasks and works even though students are not directly allowed to do so but they can observe to learn. For example, the duties of direct managers or higher or peer-to-peer managers in other relevant departments. This observation mission will be instructed by the instructor for approval with the consent of the instructor at the internship unit.

WORKING STANDARDS

This section lists the requirements for knowledge, skills and attitudes that students need to be able to perform the assigned work well. These knowledge and skills requirements may be referred by the intern or the student for reference and compilation with the consent of the instructor at the intern..

EXAMPLE OF JOB DESCRIPTION FOR MARKETING INDUSTRY

I. GENERAL INFORMATION

- | | | |
|--------------------|---|---|
| 1. Student | : | Phan Van A |
| 2. Class | : | 41K12 |
| 3. Internship unit | : | Company TNHH XYZ |
| 4. Địa chỉ | : | XX Phan Chau Trinh, Hai Chau, Da Nang |
| 5. Department | : | Marketing Department/ Business Department |
| 6. Position | : | Marketer |

II. MISSION:

- a. Assisting in the investigation and market research of products, competitors, the needs of potential customers of the company.
- b. Support organizing events organized by the company, summarizing reports on data from these events.
- c. Assisting in collecting customer information, keeping in touch with customers along with the head of the department.
- d. Proposing marketing plans and campaigns to develop the company's brand
- e. Participate with the department head in meetings, meetings in the company or with customers, assisting in collecting new relationships and recording the progress of the meeting.
- f. Support in preparing the department's documents: Contracts, meeting invitations, different types of reports, thank you letters, etc.
- g. Learn how the company creates and maintains relationships with customers.
- h. Observe and explore how the head of planning and selection of marketing strategies for different target markets, marketing planning and how to implement

the plan.

- i. Observe and learn how the department manager communicates with colleagues and how to direct and professionalism in the business environment.
- k. Receiving temporary tasks for the department like other employees: answering phone calls, meeting customer, cleaning rooms, and other existing tasks.
- l. Participate in department meetings and take note key ideas.

III. WORKING STANDARDS:

1. Knowledge:

- Proficient in technology knowledge: Microsoft Word, Excel, Access and other data analysis software in Marketing. In addition, it is possible to absorb the working methods of other softwares that the department uses.

2. Skill:

- Good communication, confident, agile
- Có kỹ năng lập kế hoạch làm việc và quản lý tốt thời gian
- Proficiency in writing and editing information
- Enthusiastic at work, able to work in groups
- Can work under high pressure

3. Other requirements:

[Requirements for commitment attitude, rules that internship units require for students.]

3. INSTRUCTIONS FOR PLANNING PERSONAL PRACTICE

A personal internship plan is a tool for students, instructors at the internship unit as well as instructors who can clearly understand the duties and responsibilities of students, what students intend to find, understand and cultivate during the internship and how to evaluate students after the internship.

A personal internship plan usually includes the following core parts:

- **GOAL:** What do I want to learn during my internship?

- **ACTION PLAN:** Specific plans to achieve this goal (how to achieve that)

- EVALUATE: Methods to evaluate (how to show others that I can do it)

The details of the Personal Internship Plan are developed and approved by teachers and instructors at the internship unit..

INSTRUCTIONS FOR WRITTEN GOALS

Overview of the goal: The personal goal of the internship is concise statements that specify what students intend to learn and achieve throughout the internship. The goal of the internship must be appropriate and associated with the job in the internship position.

Basis for building goals: The objectives of the internship period are built on some of the following:

- Long-term career goals: for example, pursuing a higher position in a desired market area, or being admitted to a reputable company with the desired position, etc..
- Short-term career goals (after graduation), for example: salespeople or event organizers, ...
- Evaluate your strengths, weaknesses, knowledge and skills that students want to overcome / improve or promote
- Requirements of interns and university

Content of the target

Students must set at least 2 knowledge goals and 2 skill goals among the following lists. The level of detail of the goals will be decided by instructor.

- Objective of knowledge: Includes 2 main categories
 - o General knowledge about enterprise management. For example:
 - Understand the knowledge of the business, the business sector, analyze the problem of the business environment in which the organization is operating.
 - Understanding basic functions, operational procedures of interns.
 - Analyze the ability of interactions between units with other functions in implementing the strategy / accomplishing the objectives of the organization ...
 - o Specialized knowledge: includes specialized knowledge learned in the school that

students will apply to learn and / or solve problems at the interns. Here are some examples of specialized knowledge for Marketing students.

- Consumer and competitive market analysis to identify marketing trends and opportunities.
- Research and understand consumer behavior behaviors for products / services that the business provide.
- How to plan and select Marketing strategies for different target markets.
- Build and develop brands to create an outstanding and sustainable competitive position for products / services.
- Plan new product / service development strategies to meet consumer and competition trends well.
- Increasing customer satisfaction and loyalty for products / services offered by customers through customer relationship management programs. Pay attention to the use of computer technology in customer database management and exploitation.
- Product category management to meet different needs, maintain or improve product / service quality; Design and adjust product / service pricing strategies; Design and manage the distribution channel system to bring products to customers in time and at the right place; Develop communication programs such as advertising, promotions, public relations, etc. Emphasize Internet media.

The knowledge goal may involve adding new knowledge from practice that students have not yet learned at school.

- Skills target: Students will set at least 2 skills-related goals. These skills include the following groups of personal management skills and skill groups that interact with others as follows:
 - Group of individual skills: Skills to capture customer psychology, skills of willingness to learn and personal improvement, decision-making and problem-solving skills, critical thinking skills, working skills independent & creative, skills using information technology tools for consumer research and strategic marketing, skills to recognize and adapt to changing environments, analysis and planning skills.
 - Group of skills related to external interaction: Communication skills (speaking and writing), English language skills, teamwork skills, personal interaction skills and relationship building.

MANUAL INSTRUCTIONS FOR ACTION AND EVALUATION CRITERIA

Action:

Action is a description of specific actions, processes and jobs that allow students to achieve their goals. When determining actions to accomplish goals, students should:

- Break down the big goal into smaller goals during the internship, more specifically about the requirement as well as the completed object.
- Clearly mark the big goals and small goals that can be easily recalled in your plan.
- Actions must be tied to each goal in a specific and clear way.

- Actions and related goals should be organized in chronological order. Divide a reasonable time between actions to make it easier to accomplish goals.
- Prepare a specific plan based on understanding the internship unit and the instructor's suggestion.

Evaluation

This section describes how students measure the process of achieving personal goals. This section will show how to prove that students have achieved what they have achieved from their goals. In other words, this part must answer the questions:

- How do you know and let others know that you have achieved your learning goals?
- How do you make sure what you do has an impact or success at the level you want?
- How will you collect, record your activities and the results of those activities during the internship (eg reports on the activities you undertake, summarize the data you collect, tests from training courses, from people's opinions on your approach to work and / or your achievements in achieving common goals).
- How will you draw from the experiences and efforts you have experienced?

The evaluation method should include the following issues:

- Quantity: how much, how many percent

- Quality: how much do you intend to meet company standards or how satisfied are your monitoring results with your work results?.

- Time: the time limit to complete the assigned tasks or the set objectives.

- Cost: estimated number of hours required, money or resources used

Examples of goals - actions - assessments

General objectives (a): I want to develop communication skills at the marketing department of company A.

Specifically goal:

- (1) I want to be able to chat naturally and coherently with people.
- (2) I want to be able to listen well to understand people better.
- (3) I want to be able to debate professionally with everyone.

Action: Week 2:

+ I actively talk with colleagues in the unit to be able to learn about the unit as well as the community here - Satisfy the goal a1, a2.

Week 3:

+ I was sent to a training course on developing professional working ability in the Marketing environment - Satisfying the goal a3.

Week 6:

+ I started to get in touch with customers, I will take advantage of this to be able to learn more about the company's customers - Satisfy the goal a1, a2.

Week 9:

+ I take the initiative to ask the unit manager to observe the meeting about the company's X problem solving - Satisfy the goal a2, a3.

Evaluate:

Goal a:

(1) I will make an assessment of the ability to communicate and give it to colleagues and instructors at the evaluation unit. Time to complete: 15 weeks. Degree of completion: based on the overall evaluation of the people, Overall average score 8.5 / 10.

(2) I can build a diagram describing the professional and personal relationships of the members of my internship department, and can save the personal records of the clients I collect. Crossed through exchange. Completion time: 15 weeks.

(3) I made a book to record lessons about how to make opinions, take positions and discuss the observations of unit management and other colleagues. Completion time: 10

weeks.

4. INSTRUCTIONS FOR WRITING THE INTERNSHIP DIARY

Students must write diaries throughout the internship period on E-learning at the internship address of the Faculty. The diary can be recorded on a daily, or weekly (depending on the instructor's request). The diary is not simply a record of the work done, but must reflect the thoughts and feelings of the students during the internship. Internship diary are considered an important tool to evaluate students' plan implementation.

Diary contents: The diary should include the following sections

1. Describe the events and jobs happening in the session / day / week,
2. Your thoughts and contemplations before these events. Experiences and thoughts can follow some suggestions
 - How do you feel about the results of work done or past experiences?
 - What do these experiences have to do with the theories you have learned in the subjects?
 - What things can you apply to school in this particular situation?
 - Have you learned what the school doesn't teach you?
 - What findings have you learned, what lessons you have about yourself, your colleagues, about your internship, etc.?
 - There are things you should do but you didn't do? Why?
 - What do you do that relate to the goals set out in your personal internship plan? Does it help you complete or reinforce your goals? If not, what will you do?
 - In addition to the goals, what knowledge and skills have you learned or been strengthened?

At the end of each week (or according to GVHD's time requirements), students are required to submit the week's practice diary, along with lessons learned after a week of work at the internship unit..

5. INSTRUCTIONS FOR THEMATIC REPORT

Thematic reports are reports of students 'completion through the internship stages under the guidance of teachers' teachers so that they can be synthesized into thesis at the end of the term..

- **Thematic report No. 1: analyzing the situation of the company and identifying research issues**

Content requirement:

- Overview of the company: history of development, mission, perspective, strategy, business sector, organizational structure, resources, business results over the last 3 years.
- Marketing analysis includes (1) market analysis; (2) competitive analysis of the company's core businesses and (3) analyzing the brand position of the company in the market.
- Overview of marketing activities of the company: (1) organizing the marketing department of the company, the coordination of the functions of the company in marketing activities; (2) Marketing strategies and marketing activities are underway.
- Identify issues: identify areas of marketing activities that are interested in and analyze reasons for choosing analytical issues.

Some areas of marketing activities suggest analysis:

- (1) Marketing strategy: target market, positioning, brand
 - (2) Marketing plan
 - (3) New product development
 - (4) Marketing channel management
 - (5) Marketing communication program
 - (6) Pricing and promotion policies
 - (7) Customer relationship management, customer care
 - (8) Digital marketing – online marketing
- **Thematic report No. 2:** synthesizing suitable theoretical basis to analyze and identify causes, find bases for proposing solutions for units

Synthesis of theoretical basis on the research topic proposed in the topic 1. Theoretical basis can refer from many sources of material: curriculum of related subjects, reference books, scientific articles. Requests must be official sources and have clear quotations.

The theoretical basis must be structured and presented according to the students' own approach under the guidance of instructor, should not copy the entire curriculum or reference books in terms of presentation structure.

The theoretical basis should focus on research issues, should not be too broad.

- **Thematic report No. 3:** Complete the proposed solution for the unit

In the thematic 3 students focus on solving the following major issues:

- (1) In-depth analysis of the research problem: using a generalized theoretical basis as a basis for analysis. Data and information used in the analysis can be from secondary sources (provided by the company and from Internet sources) and primary sources (students conduct research to collect data)
- (2) Proposing appropriate solutions to the problem: depending on the research problem, the solution may be a directional proposal (for example, proposing positioning, analyzing the target market) or maybe a specific solutions such as a detailed plan can be implemented in practice.

6. INSTRUCTIONS FOR THESIS WRITING

- (1) The thesis is written and protected before the thesis council, encouraging the use of English
- (2) Regarding form: The thesis must be presented clearly, concisely, without erasing, collating, having numbered pages according to regulations, numbering tables and graphs. The thesis must be typed in Times New Roman font, font size 13, line stretch 1.5 line, margin above 2cm, margin below 2cm, left margin 3cm, right margin 2cm. The number of pages is centered on the bottom of each page. The thesis must be printed on white paper, A4 size (210 x 297mm), one side and length not exceeding 70 pages.
- (3) Regarding the content: the thesis must systematically analyze and analyze the actual status of marketing of the unit and especially the situation of the field associated with the position of the student work undertaken at the unit; apply appropriate theoretical basis to identify the problem of the unit; propose and develop solutions to solve problems for units. Specific requirements include chapters:

Chapter 1: Literature Review (less than 20 pages)

Synthesis of theoretical basis as a basis for studying practical issues of units

Hint: Thematic report 2 is used for writing chapter 1.

Note citing sources of materials used in writing the literature review.

Chapter 2: Status of the unit (less than 30 page)

I. Overview of the company: history of development, mission, perspective, strategy, business sector, organizational structure, resources, business results over the last 3 years.

- Describe the mission of the unit
- Main products / services
- Major customer groups

- Organizational structure, functions and tasks of the departments in the organization
- Organizational resources
- Describe internship departments, internship positions.
- Analyzing the business environment of interns (micro environment)

II. Marketing analysis

- (1) market analysis
- (2) Competitive analysis of the company's core business
- (3) analyzing the brand position of the company in the market.

III. Overview of marketing activities of the company

- (1) organize the company's marketing department, the coordination of the company's functions in marketing
- (2) Marketing strategies and marketing activities are underway.

IV. Identify the problem: Identify areas of marketing activities of interest and analyze reasons for choosing analytical issues.

Chapter 3: Researching the situation and proposing solutions (less than 20 pages)

Chapter 3 structure suggestion :

I. Situation analysis of the problem: dive into analyzing the status of research issues, synthesizing data from many secondary and primary sources to clarify the situation and identify the cause of the problem.

II. Bases for proposed solutions: developing bases and premises for solutions to be proposed.

III.Solution: develop solutions in a detailed and complete way.

Request the order of the parts of the thesis:

- 1. Cover**
- 2. Thank you**
- 3. Category**
- 4. Part 1: Thesis**
 - Chapter 1

- Chapter 2
- Chapter 3
- References

4. Part 2: Internship

- *Job description*
- *Timesheet*
- *Internship plan*
- *Internship commitment*
- *Assess the situation of implementing the internship plan.*

Summarize, evaluate the level of accomplishing the goal:

Students should summarize the level of completion of the objectives set for the internship according to the following form:

Objective	Report to fulfill goals Level of completion (%)	Explain the level of completion	Documentary evidence
Objective of knowledge			
Objective A			
Objective B			
.....			
Objective of skills			
Objective C			
Objective D			
.....			

Note: Completion of objectives is assessed according to the following 3 levels:

Unfulfilled / below expectation (stating why not completed or below expectations)

Complete as expected: what helps you achieve that

Complete beyond expectations (specify how well beyond expectations, what helps you achieve this result)

- ***Practical connected part of internship activities of students at the unit:***

Students identify the meaning and lesson learned from the actual internship and study the company's problems during the internship and thesis process. Students summarize the lessons and experiences learned.

Students identify the role of internship in the student's career path based on the following suggestions:

- Changes in the assessment of your strengths and weaknesses related to careers compared to before you go to practice
- Experiences drawn to the first job after graduated (during the job application process, when starting work, etc.)
- Choices, goals set for short and long-term career paths

5. Appendix

FIGURES



UNIVERSITY OF ECONOMICS – THE UNIVERSITY OF DA NANG
FALCUTY OF MARKETING

INTERNSHIP COMMITMENT

STUDENT

My name is : _____ Class: _____
Email : _____ Mobile: _____

INTERNSHIP UNIT

Company : _____
Department : _____
Instructor : _____ Position : _____
Email : _____ Mobile: _____

INTERNSHIP JOB

Internship start from : _____ to _____

Working time:

Working time	Monday	Tuesday	Wednesd ay	Thursday	Friday	Saturday

SUMMARY OF MISSION:

[Note: Attach the job description / task description to the commitment sheet]

SUMMARY OF THE INTERNSHIP PLAN

Objective (What I want to learn)	Action plan (How to learn)	Evaluation (How can the process be assessed according to the stated goal)
1. 2. 3.	1. 2. 3.	1. 2. 3.

Instructor at the internship unit: I discussed and agreed with the students about the role of the internship and the purpose of the internship recorded in the Student's Individual Plan, and will guide students to adapt to activities and organization processes and procedures. I agree to assign tasks to students to do. I agree to always help and guide students during the internship. I agree to participate in student assessment before the internship term ends.

Sign _____ Day _____

Student: I agree to complete all the programs and assignments on the school and the tasks at the internship according to the prescribed time with my best ability. I am committed to familiarizing myself with the operating environment, complying with the rules of the company's processes and operations, and following appropriate professional / work standards. I will take full responsibility if I do not comply with these commitments.

Sign _____ Day _____



University of Economics – The University of Da Nang
Faculty of Marketing

APPLICATION FOR CHANGING POSITION AND / OR INTERNSHIP UNIT

Full name of student:

Class:

Instructor:

.....

Note: Students must **submit this application during the first week of the internship.**

I registered to intern at:

Internship unit:.....

Internship position:.....

I want to change:

Internship position

Internship unit

Internship position and internship unit

The reason why I changed the internship or / and internship unit:

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Now, I practice at the internship position and the following internship unit:

Internship unit:.....

Address:

Phone.....

Internship position:

.....

Department of internship:

.....

Name of the instructor:

Position:.....

Phone.....Email:.....

I commit to practice in the right position and my internship unit above according to the prescribed time. I will be fully in the way of handling if I change position or / and internship unit.

Da Nang,

Instructor's validation

Sign (Specify full names)



**REVIEW FORM OF PRACTICE UNIT
(REVIEW BY INTERN STUDENTS))**

Full name of student:

Class:

Internship unit:

Internship time: From.....to.....

Instructor :

Position:

Phone number:

Email:

Students evaluate internship units according to the content in the following table with the scale:

Totally disagree	Disagree	Neutral	Agree	Total agree
1	2	3	4	5

Evaluation content	Scale				
	1	2	3	4	5
Implementation of internship commitments					
Students are exposed to practical work at the internship unit					
Students practice on time in the internship plan					
Students practice according to the job in the job description					
Students are given conditions to practice according to their internship plans					
Working time of students is in accordance with labor law					
Students are guaranteed work safety					
Students are provided with support tools (machines, materials ..) to perform the assigned work					
Students enjoy the rights of workers (salaries, other compensation policies ...) in accordance with the agreement of the intern with students					
Working environment					
The working environment at the internship is very professional					
Students can easily exchange and share with other employees in the company					
Students have many opportunities to learn from other employees and administrators					
Students have access to advanced knowledge and technology at the internship unit					

The work process and the information system at the unit are clear and transparent					
Internship instructor					
Instructors always try to support students during the internship					
Instructors help students gain more professional knowledge and skills needed at work					
The instructor gives an accurate assessment of the internship process of students					
General assessment					
In general, interns create the best conditions for students to complete an internship					
In general, students can learn a lot about knowledge as well as skills when practicing at the unit					
In general, this internship is effective and useful for students					

Review and other comments of students about internship units:

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