RCSC INTERNSHIPS - THE PROPOSAL

Your proposal will consist of five basic sections:

1. **Statement of Location:**

At this point in time you may not be positive where you would do an internship. However, for the purpose of the required proposal for this class, indicate where you would consider doing an internship. Also, indicate approximately how many hours a week you would work. Remember, a basic 12-unit internship requires a minimum of 400 hours of meaningful work experience for approximately 12 weeks. An example of such a statement is:

"This proposed internship is to be completed at K-Mart in Denver, Colorado. I plan to work approximately 40 hours per week during the Fall Semester, 20__ beginning ________ and ending________."

2. **Objective to be Attained:**

This may prove difficult for you to write because it is usually difficult to put into words what you hope to learn. Remember, an objective is a precise statement of what is to be learned by the end of the proposed internship. Here are two guidelines to help you get started:

A. Start with an action verb that describes a specific behavior or activity such as:

- acquire
- learn
- develop
- name
- participate
- improve
- familiarize
- expose

B. Follow the action verb with the content desired to be learned:

- become
- arrange
- explain
- identify
- emphasize
- tell
- observe
- look
- concentrate
- work
- solve
- show
- gain
- find
- sell
- obtain

- Acquire working knowledge and understanding of retail math
- Improve my interpersonal relations and personal management skills.
- Increase confidence and skills in basic selling techniques
- Participate in merchandising decision-making
- Identify special project and present solutions to supervisors

Remember that some things you may only be able to observe, such as buying procedures and advertising techniques. Other activities you will be able to learn, develop, and gain.
3. Activities to Obtain Objectives:

The next step is to identify what activities you will need to meet your objectives. You should list at least one activity for each objective. In some cases one activity will help you fulfill more than one objective. Examples of activities that would help you meet stated objectives are listed below:

- Become familiar with business procedures used by the firm
- Observe customer behavior and relations with salespeople to identify areas I need to improve
- Interview at least one person in the firm per week to learn more about their role and career

Try to keep your activities realistic. Remember you will only be able to observe certain areas. On the other hand, be sure that you are doing more than just observing.

4. Your Means of Evaluating Each Activity:

Another difficult task you have before you now is to determine how YOU will know that you have met your objectives. For each activity you have listed which is fulfilling an objective, you must indicate how you will evaluate your success. Just as an activity might help you meet more than one objective, one evaluation technique might help you evaluate more than one activity.

Some examples of how you might evaluate your progress:

- Ask: Have I learned what I wanted to learn?
- Ask: Can I contribute some of my ideas and learn from others' ideas?
- Keep a pictorial record of display and floor moves related to your work (success evidence).
- Review what you have learned, compare it with your original objectives, and determine where in the field you belong.

5. Internship Evaluation Standards:

There are internship evaluation standards that all interns must meet during the internship, which will be included in the proposal.

- Weekly logs and interviews sent to Internship Coordinator on a weekly basis.
- Mid-point evaluation by your sponsor
- Self-evaluation, at mid-point
- Final evaluation by your sponsor
- Final comprehensive written report including copies of projects, photos, drawings, PowerPoint and other related items.
(EXAMPLE)
RETAIL MERCHANDISING INTERNSHIP PROPOSAL

I. During the summer of 20___, I plan to work as an intern for Sears Hoffman Estates, IL. For the internship period, June to August, I plan to work a minimum of 40 hours per week.

II. During the course of my internship, I plan to fulfill the following objectives:

A. Gain Knowledge of the function of a large retail firm.
   1. Type of internal management structure
   2. Attitude of large-scale retailer in terms of public image.
   3. Career path opportunities

B. Familiarize myself with the executive management training program.
   1. On the Job training – assistant buyer, buyer manager
   2. Classroom topics
   3. Special workshop and projects

C. Obtain information about merchandising a department through one season.
   1. Essential selling functions
      a. Customer sales
      b. Customer demographics and behavior
      c. Customer relations
      d. Merchandise awareness
         -Fashion familiarity
         -Merchandise protection
      e. Sales techniques – procedures
      f. Register operations
      g. Evaluation
   2. Personnel
      a. Hiring and training
      b. Classroom instruction
      c. Improvement workshop
      d. Evaluation criteria
   3. Operations
      a. Receiving, shipping and marketing merchandise
      b. Inventory control – stocking, orders, accounts payable, pricing.
      c. Returns and damaged merchandise
4. Marketing
   a. Visual merchandising
   b. Promotions
   c. Advertising and Media
   d. Discount and/or special sales

5. Buyer responsibilities
   a. Negotiations
   b. Planning sales, pricing changes, budget, stock levels,

6. Management
   a. Personnel
   b. Scheduling
   c. Evaluations

7. Security

III. In order to accomplish my objectives, I will:
   A. Become familiar with the internal management structure.
      1. Interviews
      2. Company information on organizational structure.
   B. Concentrate on and learning selling techniques and responsibilities through:
      1. Selling experience on the floor.
      2. Customer Interaction
      3. Observe problem solving technique and demonstrated by my supervisors.
      4. Work closely with other sales associates, department managers and buyers.
   C. Acquire merchandising skills by participating in or observing the following:
      1. Visual merchandising
      2. Floor layout & moves
      3. Promotional ideas
      4. Advertising methods
      5. Buyer activities
      6. Department activities
      7. Operations
   D. Becoming familiar with company procedures in various non-sales oriented functions by participating in:
      1. Receiving
      2. Stocking
      3. Markups - Markdowns
      4. Taking an inventory
      5. Branching