



APPAREL DESIGN AND PRODUCTION MANAGEMENT INTERNSHIP

Dear Industry Partner,

We appreciate your interest in partnering with us to enrich the learning of our Apparel Design and Production Management students by providing internship experiences. On the job experiences for academic credit allow our student interns to apply concepts, principles, and skills learned in lectures and studios to business environments. Our required 10 week, full time internship has a powerful impact on our juniors or seniors in preparing them for a successful career. The learning experiences obtained through internships in a supportive environment are an important component of our program at Auburn University, which is why our Department, Consumer and Design Sciences, requires internships for all of our students and why the internship course carries 8 credit hours and is undertaken without any other courses being taken at the same time.

Because the internship experience is so important, we strive to ensure that each student's internship experience provides maximum opportunities for exposure to functional areas of the organization. The next page presents a summary of the work that the intern has to complete, primarily on his/her own time away from the internship site. Although we realize that each internship is unique, the requirements provide some standardization of the expectations for all of our students in the earning of their academic credit. Please read these before you indicate your willingness to accept and supervise the student intern by signing the student internship contract form. Please contact me if you have any questions.

Sincerely,

Dr. Pamela V. Ulrich
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**Overview of Internship Requirements for Industry Partners
Apparel Merchandising, Design and Production Management (AMDP Major)
Apparel Design and Production Management Track**

AMDP Internship Requirements include (but are not limited to) the following:

- Student interns must work full time for a minimum of 10 weeks.
- They must strive to become knowledgeable about the roles and responsibilities associated with key functions.
- They must complete all assignments identified in the internship syllabus (summarized below). These are submitted to the faculty supervisor and are completed on the student's own time to the greatest extent possible.

One email each week – written by the intern to the faculty supervisor. Contents address students' experiences; what they have learned; and their contributions. They include a brief overview of each job/assignment on which they work and their role in that assignment.

Daily anecdotal journal – describes work, training, and experiences

Firm portfolio – the major work document submitted to the faculty supervisor at the end of the internship. It should incorporate the following:

- a brief description of your company written by the student - its business, size, and position in the marketplace
- a description of your company's target customer plus the range of customers to whom it may sell
- a brief summary of procedures, policies, and technology the company uses; may include relevant examples of work forms (e.g., spec or tech pack sheets) used
- Photos of the workplace and action photos of intern in the workplace

Interviews – with 10 persons who may represent different functional areas or have different levels of responsibility. These interviews should introduce the student to varied functions, perspectives and approaches to the same business. In a small setting, students may interview consult with the faculty supervisor to identify others to interview, e.g., vendors or professionals in related businesses.

Internship project -With your firm and the student's faculty supervisor's prior approvals, the student will solve a problem or capitalize on a work-related opportunity to benefit the firm. The student must define the problem (or opportunity), the specific goal of the project, the steps necessary to achieve the goal, and the means for evaluating the success of the defined project in meeting the goal. The idea must be approved by the firm supervisor and then the faculty supervisor. Students must secure each supervisor's written approval **before** beginning the project.

Evaluation by firm supervisor (written) – During the **last two weeks** of the student's internship, the firm supervisor must complete an intern evaluation form provided by the program and then to discuss it with the intern. The intern will include the evaluation form in the internship notebook submitted to the faculty supervisor. This evaluation comprises 25% of the student's final internship course grade.