

SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
MKT 291L MARKETING INTERNSHIP EXPERIENCE
2 CREDIT HOURS

COURSE DESCRIPTION

Gives students practical experience through 14 hours per week of supervised work in a marketing environment. Experiences are discussed and integrated with academic work in weekly seminars. Prerequisite: A minimum of 10 credit hours in MKT, including MKT 218S and MKT 216S; GPA 3.0 or higher; instructor permission. Co-requisite: MKT 291R.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
5	1. Integrate classroom learning with on-the-job experiences in the marketing environment.	6,7,8,10
3	2. Practice job application and interviewing skills.	1
1	3. Describe host organization's history, mission, products, and markets.	1,5
3	4. Demonstrate professional behavior, appearance, and attitude.	1,5
3	5. Demonstrate punctuality and self-discipline.	1
3	6. Practice working as a member of a marketing team.	5,8
3	7. Complete tasks and projects assigned.	1
3	8. Build a professional network of acquaintances to increase employment opportunities.	6,10
4	9. Identify and analyze current trends and issues in marketing.	1,2,8,10

CORE VALUES

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Orientation to the internship
2. Communication: the purpose of journals
3. Interpersonal/team skills
4. Organization mission, products, markets and structure
5. Professional concerns: quality, commitment and growth
6. Recognition of job boundaries
7. Ethical considerations
8. Interpretation of supervisor's evaluation
9. Knowledge and use of resources
10. Challenges of a diverse workforce