

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; a minimum GPA 2.50 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 State. 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