MKTG 2704: Internship

A. COURSE DESCRIPTION

Credits: 4
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: 12
Prerequisites:
This course requires both of these prerequisite categories
1. One of these two groups
   1. MKTG 1515 - Selling Principles and Practices (Number of Years Valid: 5)
   Or
   2. MKTG 1515 - Selling Principles and Practices (Number of Years Valid: 5)
   And
   2. MKTG 2525 - Principles of Marketing (Number of Years Valid: 5)
Corequisites: None
MnTC Goals: None

Internship is a supervised student occupational experience (SOE) at an approved employment training station. Forty-eight hours of SOE are required for each internship credit. The working situation is consistent with the student's career goals and program objectives. The internship provides students the opportunity to experience full-time (30 hours per week or greater), paid, business and industry entry level, training related student occupational work experience, while simultaneously having the advantage of being supervised by a program instructor/coordinator. Any modifications to this internship policy must be endorsed by the program advisor and approved by Academic Affairs. Prerequisite: MKTG1515, MKTG1525, and a minimum cumulative GPA of 2.00.

B. COURSE EFFECTIVE DATES: 05/19/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Obtain full-time, paid work experience, approved by the instructor/coordinator, which is related to the learner's training.
2. Complete record keeping paperwork and return to coordinator in a timely manner.
3. Complete semi-monthly reports.
4. Communicate with your coordinator regarding any employment problems which could affect your internship.
5. Assist coordinator in arranging for personal visits and evaluations.
6. Follow the policies and rules of your employer.
7. Demonstrate a cooperative learning attitude towards the SOE experience.
8. Develop a professional level of personal conduct and work habits.
9. Observe the chain of command in the workplace and maintain confidentiality.
10. Dress according to industry standards and be clean and neat appearing at all times.
11. Demonstrate accuracy, alertness, loyalty, honesty, dependability and a sincere appreciation to the employer and colleagues for the internship opportunity.
12. Provide feedback to your instructor/coordinator on the relevance of training to employment responsibilities.
D. LEARNING OUTCOMES (General)
   1. The learner will meet Employer Expectations.
   2. The learner will relate classroom learning to workplace.
   3. The learner will successfully complete a project for business in area of study.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted