

# COURSE SYLLABUS



Education That Works For a Lifetime

<b>Course Title:</b>	Practicum in Marketing	<b>Date submitted:</b>	Spring 2015 (AAC: 15-37)
<b>Department:</b>	Business & Technology		
<b>Curriculum:</b>	Business Administration		
<b>Course Descriptors:</b> Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	<b>Course Code:</b> (eg. ACC 101) <b>BMK*292</b>		<b>Prerequisites:</b>
	<b>Course Type:</b> <b>P</b>		Permission of the Program Coordinator or Business Practicum Instructor.  Prior to taking the Business Practicum, students must have completed twelve business core or program option credits with a grade of C- or better, AND have completed at least 40 credits towards their associates degree or 15 credits towards their BA Certificate.
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio		
	<b>Elective Type:</b> <b>G</b>		<b>Corequisites:</b>
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science		None
	<b>Credit Hours:</b> <b>3</b>		
	<b>Developmental:</b> (yes/no) <b>No</b>		
	Lecture: <b>0</b>		
	Clinical: <b>0</b>		
	<b>Contact Hours:</b> Lab: <b>0</b>		
Studio: <b>0</b>			
Other: <b>3</b>			
TOTAL: <b>3</b>		<b>Other Requirements:</b>	
<b>Class Maximum:</b> <b>16</b>		None	
<b>Semesters Offered:</b> S/F/Su			
<b>Ability-Based Education (ABE) Statement:</b>	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.		
<b>Catalog Course Description:</b>	Provides students the opportunity to apply and integrate knowledge and skills gained in the Business Administration program through an individualized capstone experience, which includes an internship or project component and a classroom component.  Internship involves employment or volunteer engagement in a company, public agency, or non-profit organization. Alternatively, students may complete the internship component of the Practicum through directed independent project(s) involving advanced analysis, research, and writing. Both the internship experience and the directed projects are designed to assess the students' mastery of the program learning objectives, and to further develop their professional skills.  Students planning to enroll in the Business Practicum should meet with the Program Coordinator or Practicum Instructor to learn of existing Internship opportunities, or to define the elements of a meaningful internship experience either at their current employer or a new internship position. Students are responsible for attaining their own internship. With permission of the Program Coordinator or Practicum instructor, the internship work hours may occur prior to the students registering for the Practicum.		

The classroom component involves several seminars or workshops, meeting in the classroom and/or online during the semester to discuss the students' internship experience, as well as their academic, professional, and career development. In addition, student mastery of general education abilities and program learning outcomes will be assessed. The assessment of these outcomes may include completing a directed project and/or developing an ePortfolio.

**Topical Outline:**  
List course content in outline format.

1. Introduction – Requirements and Expectations
2. Portfolios
3. Interview Techniques
4. Resume Writing
5. Ethics
6. Professional Organizations

Upon successful completion of this course, the student will be able to do the following:

**COURSE:**

1. gain an understanding of real world business experience through a specific position or a specialized project
2. develop skills for organizing assigned responsibilities and managing time and multiple priorities
3. utilize communication skills, interpersonal skills, teamwork, and problem-solving techniques
4. develop an e-portfolio that showcases competencies in program and general education abilities, promotes self-evaluation, highlights practicum or special projects, and demonstrates creativity as validation for employability or promotion

**PROGRAM:** *(Numbering reflects Program Outcomes as they appear in the college catalog)*

**Business Administration Associate Degree**

1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of:
  - a) the role of accounting and finance in the management of a business enterprise, various micro- and macroeconomic principles and their influence on the organizational decision-making process
  - b) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process
  - c) the impact of leadership, employee behavior, organizational culture, group dynamics, and the team-based approach in defining organizational culture, and attaining organizational goals and objectives
  - d) the ethical and legal implications of managerial decisions and the effect of those decisions on organizational stakeholders
2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making
3. demonstrate proficiency in the General Education Abilities as they apply to the business professions

**Marketing Management Option**

1. meet all of the Business Administration program outcomes
2. demonstrate competency in researching, planning, implementing, and evaluating the components of a marketing program

**Outcomes:**

Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.

	<p>3. demonstrate specialized knowledge necessary for success in marketing including the ability to develop integrated marketing communications</p> <p><b>GENERAL EDUCATION:</b> (<i>Numbering reflects General Education Outcomes as they appear in the college catalog</i>)</p> <p><b>3. Ethical Dimensions (embedded)</b> - Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems.</p> <p><b>Demonstrates:</b> Identifies and reflects critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.</p> <p><b>Does Not Demonstrate:</b> Does not sufficiently identify or reflect critically on ethical issues presented in classroom instruction or in assigned co-curricular or civic activities and/or professional internships and practica.</p> <p><b>5. Information Literacy/Continuing Learning</b> - Students will be able to use traditional and digital technology to access, evaluate, and apply information to the needs or questions confronting them throughout their academic, professional, and personal lives.</p> <p><b>Demonstrates:</b> Collects and synthesizes relevant and authoritative information resources appropriate to need and audience and utilizes current technologies to solve problems, complete projects, and make informed decisions.</p> <p><b>Does Not Demonstrate:</b> Does not collect and synthesize relevant and authoritative information resources appropriate to need and audience nor satisfactorily utilize current technologies to solve problems, complete projects, and make informed decisions.</p> <p><b>6. Oral Communication (embedded)</b> - Students will be prepared to develop oral messages of varying lengths and styles that communicate effectively and appropriately across a variety of settings.</p> <p><b>Demonstrates:</b> Delivers oral presentations with information and/or analysis appropriate for the rhetorical situation. Content is reinforced by appropriate verbal and nonverbal communication.</p> <p><b>Does Not Demonstrate:</b> Oral presentations lack information and/or analysis appropriate for the rhetorical situation. Content may not be reinforced by appropriate verbal and nonverbal communication.</p>
<p><b>Evaluation:</b> List how the above outcomes will be assessed.</p>	<p><b>Assessment will be based on the following criteria:</b></p> <ol style="list-style-type: none"> <li>1. written paper detailing student's project and/or practicum experience</li> <li>2. oral presentation</li> <li>3. creation of a showcase ePortfolio</li> <li>4. employer assessment, as appropriate</li> <li>5. additional assignments and in-class activities</li> </ol>
<p><b>Instructional Resources:</b></p>	<p><b>Required:</b> None <b>Desired:</b> None</p>
<p><b>Textbook(s)</b></p>	<p>Refer to current academic year printout</p>

