

Montgomery County Community College
MKT 198
Cooperative Internship in Marketing I
3-0-15

COURSE DESCRIPTION:

This course consists of employment in a college-approved organization to enable the student to gain insight into selling and merchandising practices of distributors. The course requires an optimum of 15 hours per week supervised and coordinated by a faculty member. Students are rated by the employer on their job performance. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees-2017-2018> for current rates.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

COURSE COMMENT

Registration for this course is restricted to students with full-time status in MKT and permission of the coordinator

| LEARNING OUTCOMES Upon successful completion of this course, the student will be able to: | LEARNING ACTIVITIES | EVALUATION METHODS |
|--|---|---|
| 1. Construct a marketing plan for the organization including marketing strategy planning, target market and marketing mix variables. | Internship Experience as Practiced Professionally Mentoring by the Employer and the Faculty Member | Written Assignment – Marketing Plan |
| 2. Utilize acquired skills resulting from internship experience. | Internship Experience as Practiced Professionally Mentoring by the Employer and the Faculty Member | Employer's Evaluation Report of Student Written Assignment – Student Portfolio |
| 3. Describe the key functional areas of the organization and its integration with marketing. | Internship Experience as Practiced Professionally Mentoring by the Employer and the Faculty Member | Written Assignment – Internship Report |
| 4. Evaluate the | Internship Experience as | Written Assignment – |

| | | |
|---|--|-------------------|
| requirements of employment in marketing and potential career opportunities. | Practiced Professionally Mentoring by the Employer and the Faculty Member | Internship Report |
|---|--|-------------------|

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

The Specific Objectives of the Cooperative Internship as Established with the Faculty Coordinator and the Employer

LEARNING MATERIALS:

Professional marketing policies, and reports, employer procedures, mentoring by the employer and the faculty member.

No textbook required.

Other learning materials may be required and made available directly to the student and/or via the College’s Libraries and/or course management system.

COURSE APPROVAL:

| | |
|--|------------------|
| Prepared by: Eileen Kearney | Date: 3/2005 |
| Revised by: Eileen Kearney | Date: 3/2009 |
| Revised by: Eileen Kearney and Ayisha Sereni | Date: 3/2013 |
| VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D. | Date: 3/29/2013 |
| Revised by: Eileen Kearney | Date: 11/2017 |
| VPAA/Provost or designee Compliance Verification: | Date: 11/15/2017 |



This course is consistent with Montgomery County Community College’s mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.