

academic studies. Upon completion, the successful student will have had the opportunity to apply skills learned in the classroom to make a meaningful contribution to the cooperating employer. Additionally, the course will provide a valuable tool for assessing program effectiveness and student learning outcomes in the named AAS degrees.

IV. Place of the Course in the College Curriculum

- A. This course is a requirement of the AAS degrees in Marketing.
- B. This course can also be used as a business elective in other programs.
- C. This course may transfer as an elective.

V. Educational Goals and Learning Outcomes

A. Educational Goals

Students will:

- 1) Analyze business issue, problems and opportunities. (G.E. 1)
- 2) Write reports on business and marketing themes. (G.E. 2)
- 3) Apply technological tools to gather and access information necessary to make business. (G.E. 3)
- 4) Synthesize the knowledge acquired in previous classes to make business decisions. (G.E. 4)

B. Learning Outcomes

Students will be able to

- 1. Construct a set of individual goals enumerating what the student desires to accomplish during the Internship experience.
- 2. Identify the theory and principles of marketing that apply in a specific organization.
- 3. Explain how professional employees function in a typical marketing organization.
- 4. Describe how a specific marketing organization is structured and functions.
- 5. Analyze the requirements of employment in marketing.
- 6. Assess the varieties of career opportunities available in marketing.

VII. Modes of Teaching and Learning

- On the job training
- Attendance at career seminars
- Faculty meetings
- In conjunction with their supervisor, students will complete a statement of job-oriented learning objectives which must be completed in the course of the semester.

VIII. Papers, Examinations, and Other Assessment Instruments

- Internship Report
- Employer's Evaluation

- Student Portfolio
- Written Assignments

IX. Grade Determinants

Written reports, marketing project, student portfolios and employer evaluations will be used to assess students according to the learning outcomes and general education goals listed above.

X. Texts and Materials

Attendance at RVCC career seminars

XI. Resources

This course will require the use of the library.