McLennan COMMUNITY COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

INTERNSHIP

BUSINESS MARKETING AND MARKETING MANAGEMENT

MRKG 2388.01

Becky Parker

NOTE: This is a 16-week course.

Course Description:

Provides a work-based learning experience that enables the student to apply specialized occupational theory, skills, and concepts. A learning plan is developed by the college and the employer. This may be a paid or unpaid experience. This course may be repeated if topics and learning outcomes vary. The work environment is arranged by the student. (See Guidelines for Internships.) Semester Hours 3 (1 lec/15-20 lab).

Prerequisites and/or Corequisites:

MRKG 1311.

An approved work station is a prerequisite to this course. Students must be able to learn something new and make a contribution to the organization in which their work station is located. Some work stations will not qualify for this internship. The instructor has sole discretion to approve or disapprove a proposed work station.

Course Notes and Instructor Recommendations:

Internship experiences can be instrumental in securing employment in the marketing field after graduation. You should approach the internship not as a class but as a professional experience.

Instructor Information:

Instructor Name: Becky Parker
MCC E-mail: bparker@mclennan.edu
Office Phone Number: 254-299-8651
Office Location: MAC 215
Office/Teacher Conference Hours: MW 9:00– 11:00, TTH 8:30-9:30. Online office hours: Sunday and Monday 9:00– 10:00pm.

If one of these times does not work with you schedule, let me know and I will arrange another time to meet with you.

Required Text & Materials:

None that you will be required to purchase. You may be expected to read assigned article/books and conduct research related to current marketing trends.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at http://www.mclennan.edu/campus-resource-guide/

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

* **Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace**
(**www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements**)
Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Methods of Teaching and Learning:

Work site, projects, service learning assignments, student performances/presentations, portfolio, written reports/paper, instructor conferences or seminars. Students will be expected to participate in a class blog.

Course Objectives and/or Competencies:

This course seeks to provide opportunities for bridging experiences related to management and marketing in a real work environment to classroom learning. The student, the employer/supervisor, and the college coordinator will collaborate to develop and implement plans

to provide these learning the **laboratory (on the job)** provides the application of skills from the classroom to the particular technical situation of the organization. The weekly seminar is intended to engage the student in solving work-related problems and to encourage interpersonal and teamwork skills. Additionally, the **required l-hour weekly seminars** will aid the student in the use of written forms and layouts for this class and communicating in the applicable language of the occupation and the business or industry.

Course Outline or Schedule:

With input from instructor and employer, student completes a work plan by Week 4 of the course. Each week afterward, student completes workplace hours, prepares a written report and meets with instructor. Class time will primarily be spent creating a marketing/promotion plan for a client and discussion of trends in marketing. In-class schedule will be determined based on group project selected.

Course Grading Information:

The course will be graded on a pass fail basis.

There are 3 components that must each be successfully completed in order to pass the class:

- Participation in class discussion and work. Not meeting the attendance requirement will be cause for failing the course.
- Significant contribution to group marketing plan. You must be in attendance for the scheduled client meetings
- Satisfactory completion of work site requirements. This includes completing initial work plan including details of a worksite project, weekly reports of worksite experiences and a final report of internship experience.

Classroom work and assignments are comprised of anything you are assigned to do to supplement your internship experience. Assignments will be due as assigned. As a group, interns will complete a marketing project. Weekly reports as well as a final summary of your internship experience are required.

Late work will not be accepted.

Late Work, Attendance, and Make Up Work Policies:

Late work will not be accepted. Students must be in attendance for 75% of seminar meetings and for all "client" meetings, and must complete work site hours in order to receive course credit. Arriving late to class twice will constitute an absence.

Student Behavioral Expectations or Conduct Policy:

I consider the classroom a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. I will not tolerate teasing or verbal abuse of other students.

In accordance with the "General Conduct Policy", MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

Be sure to turn all cell phones or pagers to the silent or vibrating mode. Do not use your phone during class for conversation or text messaging. If you do so, I will ask you to leave and you will be counted absent

Avoid getting up in the middle of class to go to the restroom, get a drink, or perform any other activity, unless you are feeling sick. The rest of the class and I will appreciate your consideration. This is a class -- not a come-and-go reception.

Loud, raucous behavior in the classroom is not acceptable. Do not carry on a private conversations while I or other classmates are talking. This is rude and disrespectful and I will dismiss you from class.

The use of alcohol, drugs or tobacco products is not allowed in the classroom. Do not attend class with the smell of or under the influence of drugs or alcohol.

Cheating is unethical and will not be tolerated in my class. If I believe you are guilty of cheating you will receive an "F" for the course. Cheating includes using another's work as your own or allowing your work to be used as another's. I also believe cheating involves using materials not accessible to all students.

* **Click Here for the MCC Academic Integrity Statement**
(**www.mclennan.edu/academic-integrity**)
The link above will provide you with information about academic integrity, dishonesty, and cheating.

* **Click Here for the MCC Attendance/Absences Policy**
(www.mclennan.edu/highlander-guide/policies)
Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

Accommodations/ADA Statement
Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu
254-299-8122
Room 319, Student Services Center

* **Click Here for more information about Title IX**
(**www.mclennan.edu/titleix**)
We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (http://www.mclennan.edu/titleix/) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

* *You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*