South Central College

MKT 2827  Marketing Management Internship

Course Outcome Summary

Course Information

Description
This course allows the student to receive practical experience in his/her chosen career area. This internship is designed to offer students a customized experience. A training plan, outlining what will be learned, is jointly developed between the student, employer and the department site coordinator.

This course is designed for students in Restaurant Management who need a minimum of 9 credits of internship or for Marketing Management or Business Management student wishing to further their internship experiences with elective credits.

Credits: 1-3

Note: The first three credits of internship (MKT 1817) encourage and measure the development of the goals listed below. The next three credits of internship (MKT 2817) encourage and measure the ability (exhibit) of the intern to perform the goals as identified. The remaining three credits are designed for students who have the opportunity to assimilate (unite) their educational experiences with their internship experience (site).

Total Credits 3
Total Hours 144

Types of Instruction

Instruction Type Credits/Hours
Internship 1/48
Work Experience (3hours per week) 2/96

Pre/Corequisites
It is recommended, after advisor review, that students register for this variable credit course after completing MKT 1817 and MKT 2817.

Institutional Core Competencies

Civic Engagement and Social Responsibility - Students will be able to demonstrate the ability to engage in the
social responsibilities expected of a community member.

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies

1. Assimilate a foundation of work knowledge including:
   Learning Objectives
   a. all phases of work
   b. work-related tasks

2. Assimilate a foundation of work quality including skills in:
   Learning Objectives
   a. accuracy
   b. neatness
   c. knowledge of responsibilities
   d. practical application of instruction to work situations

3. Assimilate a foundation of work quantity with consideration given to:
   Learning Objectives
   a. the amount of work done in relation to the amount given
   b. the amount of work expected in a reasonable time frame

4. Assimilate a foundation of work attitudes, with consideration given to:
   Learning Objectives
   a. cooperation
   b. relationships with customers and coworkers
   c. tolerance, stability, dependability, flexibility and attitude toward direction or instruction

5. Assimilate a foundation of work habits, with consideration given to:
   Learning Objectives
   a. attendance
   b. punctuality
   c. quality of work
   d. time use while working
   e. use of vacation time and sick time
   f. care of business property
   g. personal appearance

6. Assimilate a foundation of work related goals as established each semester by the internship site, the intern and the internship coordinator
   Learning Objectives
   Assimilate a foundation of communication skills in the internship
   Assimilate a foundation of critical thinking skills in the internship
   Assimilate a foundation of citizenship skills in the internship
   Assimilate a foundation of math logic skills in the internship
   Assimilate a foundation of professionalism in the internship
   Assimilate a foundation of technological literacy in the internship
   Assimilate a foundation of leadership skills in real-work situations
Assimilate a foundation of marketing skills in real-work situations
Assimilate a foundation of selling skills in real-work situations
Assimilate a foundation of self management skills in real-work situations

SCC Accessibility Statement
South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.

Instructor Contact Information

College Office Phone: 507-389-7200
Campus FAX Number: 507-388-9951
E-Mail Address: Please see your assigned internship coordinator at the beginning of each semester for further information

Office Location: North Mankato Campus