South Central College

MKT 1860  Marketing and Business Management Practicum

Common Course Outline

Course Information

Description
This course is designed to assist Marketing and Business Management Students in learning more about actively giving back to the community through student learning projects and participating in internationally affiliated competitions through Collegiate DECA. Students will experience volunteer opportunities and professional growth opportunities through classroom projects and by attending professional development conferences in and outside of the state of Minnesota. Students will have the opportunity to meet and compete against similar two and four year institutions to improve personal and professional growth in the field of Marketing and Business Management.

Career Cluster
Business Management and Administration

Instructional Level
Associate Degree

Total Credits
2.00

Total Hours
32.00

Types of Instruction

Instruction Type
Lecture and projects

Credits
32

Institutional Core Competencies

1  Critical and creative thinking: Students will develop the disposition and skills to strategize, gather, organize, create, refine, analyze, and evaluate the credibility of relevant information and ideas.

2  Foundations and skills for lifelong learning: Students will display an understanding of learning as a lifelong process through demonstration of a desire to learn, the willingness to apply learning to other areas of their lives, the ability to think and act independently, be willing to take the initiative to get projects done, and demonstrate the ability to reflect upon what has occurred and how it impacts the student and others.

3  Written and oral communication: Students will communicate effectively in a range of social, academic, and professional contexts using a variety of means, including written, oral, numeric/quantitative, graphic, and visual modes of communication.

Course Competencies

1  Understand the importance of service learning projects related to the mission and vision of
Collegiate DECA at the local, state and international level

Learning Objectives
a. Understand the importance of giving back to community by identifying community service projects
b. Identify community needs from a service learning perspective

2 Participate in Collegiate DECA service learning projects at the local, state and international level throughout the semester

Learning Objectives
a. Understand the importance of service learning projects related to the mission and vision of Collegiate DECA
b. Participate in the actual activity by tabling on campus or delivering the collections to the appropriate agency

3 Understand the importance of leadership skills through project and case problem participation and involvement in local, state and national competitions

Learning Objectives
a. Develop interpersonal skills through role play situations in marketing and business case problems
b. Attend workshops designed to help individuals learn the art of case problem development and presentation
c. Practice an individual and team case problem analysis in a role play situation in a controlled environment for practice purposes

4 Demonstrate the complexities of case problems used in competitive events at local, state and international levels

Learning Objectives
a. Participate in a local practice, or attend the state and/or international conference
b. Demonstrate mastered skills in a particular marketing and/or business management case using a prepared event rubric

5 Assess outcomes of student success at local, state and international competitions

Learning Objectives
a. Complete a semester end evaluation regarding your participation in both a personal and professional development perspective
b. Attend a year-end Student Senate/Student Life meeting to verify your accomplishments for this course

6 Demonstrate the correct use of business protocol when conducting and participating in business meetings

Learning Objectives
a. Review the use of Robert's Rules of Order when conducting and participating in regularly scheduled meetings
b. Participate in regular monthly meetings on the first Monday of every month and on other assigned dates each semester

SCC Accessibility Statement

If you have a disability and need accommodations to participate in the course activities, please contact your instructor as soon as possible. This information will be made available in an alternative format, such as Braille, large print, or cassette tape, upon request. If you wish to contact the college ADA Coordinator, call that office at 507-389-7222.

Disabilities page http://southcentral.edu/academic-policies/disability-rights.html