



South Central College

# MKT 1860 Marketing and Business Management Practicum

## Course Outcome Summary

### 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.

**Total Credits** 2

**Total Hours** 32

### Types of Instruction

Instruction Type	Credits/Hours
Lecture and projects	2

### 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

- 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**

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](http://www.southcentral.edu/disability)

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