



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
Messages	
Office Hours	
Office Location	North Mankato Campus