COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2294: Marketing Internship

A. CATALOG DESCRIPTION
   1. Credits: 2-8
   2. Hours/Week: 2-8 OJT
   3. Prerequisites (Course discipline/number): College level reading and writing.
   4. Co-requisites (Course discipline/number): None
   5. MnTC Goals (if any): NA

   Internship is the opportunity to earn credit from a job that provides work experience related to the student’s career objective. A student may earn up to 8 credits toward graduation. The student is required to submit a report at the end of each quarter describing his/her work experience. Grade is based upon an evaluation of student’s work experience and an employer's evaluation. (A minimum of 75 hours of work experience per credit).

B. DATE LAST REVISED (Month, year): September, 2003

C. OUTLINE OF MAJOR CONTENT AREAS:
   Part 1: Student meets with instructor and selects career to work in. If student has a training position selected and can obtain the training there, then all is okay. If not, then the student and instructor will need to work within the communities to obtain a suitable internship position.

   Part 2: Student is to prepare, with their mentor, a list of objectives that will be covered during the period. A copy of this is to be provided to the instructor.

   Part 3: At the mid-term an on-site visit or telephone contact will be made to see how the work term is progressing.

   Part 4: A work term report and a student evaluation, along with the final report from the employer is to be submitted at the end.

D. LEARNING OUTCOMES (GENERAL): The student will gain:
   1. Job seeking skills.
   2. Interviewing skills.
   3. Resume preparation skills.
   4. Work experiences related to the student’s major.
   5. Training that is supervised by a mentor – this provides the person with an opportunity to see the business operations from the view of management.
   6. An opportunity to see if this is a career they wish to continue to pursue.
   7. Knowledge regarding any additional training that they need to become successful in this career area.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   The major part will come from the employer (mentor) from the company. They will be asked to grade the student for the semester. The company grade to count 75% and the balance to come from the instructors’ evaluation of the reports submitted by the student.

G. SPECIAL INFORMATION (if any): None