

Montgomery County Community College  
MKT 298  
Cooperative Internship in Marketing II  
3-0-15

**COURSE DESCRIPTION:**

This course consists of continued employment in a college-approved organization to enable the student to gain insight into selling and merchandising practices of distributors. The course requires an optimum of 15 hours per week supervised and coordinated by a faculty member. Students are rated by the employer on their job performance. This course is subject to a course fee. Refer to <http://mc3.edu/adm-fin-aid/paying/tuition/course-fees-2017-2018> for current rates.

**REQUISITES:***Previous Course Requirements*

- MKT 198 Cooperative Internship in Marketing I

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Identify additional knowledge acquired in marketing since the first internship.	Internship Experience as Practiced Professionally  Mentoring by the Employer and the Faculty Member	Written Assignment – Experiential Journal
2. Construct a marketing plan for the organization including marketing strategy planning, target market and marketing mix variables	Internship Experience as Practiced Professionally  Mentoring by the Employer and the Faculty Member	Written Assignment – Marketing Plan
3. Utilize acquired skills resulting from internship experience.	Internship Experience as Practiced Professionally  Mentoring by the Employer and the Faculty Member	Employer's Evaluation – Report of Student Written Assignment – Student Portfolio
4. Describe the key functional areas of the organization and its integration with marketing.	Internship Experience as Practiced Professionally  Mentoring by the Employer and the Faculty Member	Written Assignment – Internship Report

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
5. Evaluate the employment requirements in marketing and potential career opportunities.	Internship Experience as Practiced Professionally  Mentoring by the Employer and the Faculty Member	Written Assignment – Internship Report

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

The Specific Objectives of the Cooperative Internship As Established with the Faculty Coordinator and the Employer

#### LEARNING MATERIALS:

Professional marketing policies, and reports, employer procedures, mentoring by the employer and the faculty member.

No textbook required.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

#### COURSE APPROVAL:

Prepared by: Eileen Kearney	Date: 3/2005
Revised by: Eileen Kearney	Date: 3/2009
Revised by: Eileen Kearney and Ayisha Sereni	Date: 3/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 3/29/2013
Revised by: Eileen Kearney	Date: 11/2017
VPAA/Provost or designee Compliance Verification:	Date: 11/15/2017



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*