

MKT 490-01 SENIOR MARKETING INTERNSHIP

Dr. Elaine Young, Professor, Marketing. **Fall 2011 Course Syllabus**



Fridays: 9:30 a.m. - 10:45 a.m. Joyce 313

office hours

T: 9:00 a.m. - 11:00 a.m.
Th: 3:00 p.m. - 5:00 p.m.
All other times via
<http://meetwith.me/elaineyoung>

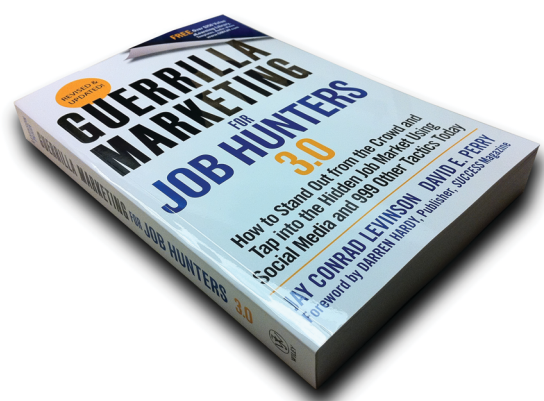
Dr. Elaine Young, Professor, Marketing

Contact info:
tel: 802-865-5413
e-mail: eyoung@champlain.edu
social: Skype/Twitter/Facebook: **ejyoung67**
office: 214C, Ireland Global Business Center

COURSE REQUIREMENTS

REQUIRED TEXT

Guerrilla Marketing for Job Hunters 3.0
How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today
by Jay Conrad Levinson
<http://www.gm4jh.com>



ADDITIONAL READINGS

A book like one of these:
https://www.amazon.com/wishlist/1HKETO32BVSMV/ref=cm_wl_rlist_go
Trade Journals associated with your specific placement and various online blogs and relevant news sources to help you stay current.

MAJOR ASSIGNMENTS

Reading an additional marketing related book

Due Finals Week (Dec. 13 - 16)

DEC 13-16

Building your online brand

TWO graded checkpoints - first at Midterm and second during finals week.

Networking practice

Select ONE and complete before Thanksgiving Break. Presentation on what you did/learned is on Friday, November 18th (so don't plan your break until AFTER class on Friday.)

NOV 18

Option A: Interview a professional at their workplace (cannot be someone you know or currently work with or who is at your current internship) to find out about the field and how they have succeeded in it (if you had Exploring Marketing this should sound familiar)

Option B: Target a professional who you would like to build a relationship with and connect with them via LinkedIn, set up a time to meet in person over coffee to share information.

Option C: Connect with a professional via #u30pro and set up a phone or skype interview with them. Consider geographic location -- is this a location you may want to work at in the future?

Option D: Join the BTVYPG, follow them on Facebook and Twitter. Attend at least ONE of their meetings.

Find a Job Exercise

You'll hone your resume in the first half of the class, then after midterm you'll start your "job search" (Due Oct 21 - Nov. 11)

OCT 21 - NOV 11

Step 1: You'll search for three jobs making sure you use your gm4jh tips.

Step 2: We'll spend two weeks honing a cover letter for the job.

Step 3: Using gm4jh techniques you'll submit your cover letter and resume to the instructor as if you were applying for the position.

Step 4: You'll practice interviewing for the position with alumni and career services.

Note: The instructor will treat this assignment as if it was the "real thing" which means if your cover letter and resume don't stand out, you will receive a zero on the first part (apply for a job). Regardless on whether you receive a passing grade on the application, all students will participate in the interview exercise.

GRADING



Please note **failure to secure a confirmed internship** by the end of the second week (Thursday, September 15) will result in **failure of the course.**

If you are **fired** from your internship for any reason you will **automatically fail the course.** Failure to achieve hours requirement **140hrs** for MKT 490 will result in **automatic failure** of the course.

30% = Employer Evaluation

30% = Reflections, Papers and class discussion, Final reflection

30% = Career Exploration (resume critique, cover letter writing workshop, job "application" and search process, LinkedIn, online "brand").

10% = Professionalism (See professionalism Rubric)

ALL WRITTEN WORK WILL BE GRADED ON THE TIEC SCALE

T **Technical Quality and Presentation**
spelling, sentence structure, flow, layout

I **Integration of Material**
thorough and in-depth, fully follows directions, concepts well explained

E **Expression: Quality and Completeness**
organized, clear and fully developed

C **Creativity and Critical Thinking**
concepts are fully interpreted, examples are provided that support or contract concepts, visuals used to explain processes, comparisons, demonstrates risk.



COURSE LEARNING OUTCOMES

The course is designed to meet the following learning objectives and college competencies:

Prepare and update a **resume** (Writing)

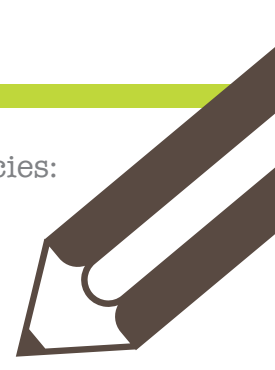
Manage information, **communicate** effectively and **balance** issues and resources (Critical Thinking, Communication, Writing, Ethics)

Relate **current issues** in your field to the internship placement and discuss how these issues **impact the business** you are placed with. (Critical Thinking, Communication)

Utilize **problem-solving** and **negotiation techniques** (Critical Thinking, Writing, Communication, Quantitative)

Practice excellent **professional networking** (Communication)

Analyze and examine **personal professional goals** based upon internship experience. (Critical Thinking, Writing, Communication)



Students with Disabilities

If you need special accommodations for this course, please contact Skip Harris at sharris@champlain.edu.