

# MKT 490-01: Senior Marketing Internship

Fall 2011 Course Syllabus  
Friday: 9:30 a.m. - 10:45 a.m. Joyce 311  
Class Hashtag: #mkt490

## Faculty:

**Dr. Elaine Young**, Professor, Marketing

### Contact info:

- tel: 802-865-5413 |
- e-mail: [eyoung@champlain.edu](mailto:eyoung@champlain.edu)
- social: Skype/Twitter/Facebook: ejyoung67
- office: 214C, Ireland Global Business Center

### 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>

## Course Description:

Marketing majors in their senior year who have demonstrated academic excellence based on GPA, course work, and faculty and staff recommendations, can apply for this competitive internship. **140 hours will be required** in this internship. Some sections of this course will utilize an online course management system for assignment submission, reflection and interaction outside of the classroom. Reliable Internet access outside of class required.

## 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**
  - Select an additional book from your area of interest that you HAVEN'T read before: This Amazon List may be of help to you: [https://www.amazon.com/wishlist/1HKETO32BVSMV/ref=cm\\_wl\\_rlist\\_go](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**
  - The major assignments in the class are designed to help you as a student realize the learning objectives of the class. This semester in addition to readings, homework assignments, reflections and working at your internship you will be:
    - Reading an additional marketing related book of your choosing and

presenting an overview of that book and how it specifically helped you in your internship. *Due Finals Week (Dec. 13 - 16)*

- Building your online brand which will be ongoing with TWO graded checkpoints - *first at Midterm and second during finals week.*
- Networking practice (select ONE and complete before Thanksgiving Break. *Presentation on what did/learned is on Friday, November 18th* (so don't plan your break until AFTER class on Friday).
  - 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*)
  - 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.*

## Outline

- Week 1 (Sept. 2 ):
  - In Class: Introductions, expectations
  - In Class: Personal Internship goals/objectives discussion. Outcome: How to use this class to gain success. How will we use our time most effectively
  - In Class: Resume share and critique, showcase/set up/update LinkedIn. Outcome: Improve your resume and LinkedIn to prepare for job search.
  - HW: Sign up for Google Plus, Fully complete your Google Profile, create class circle, create “marketing experts” circle
  - HW: Identify and follow key marketing experts, add them to your marketing experts circle. Be prepared to show this circle in class.
  - HW: begin sharing content from marketing experts, our text reading and our class via Twitter (#MKT490) and Google+
  - HW: Division and Program Competency Self-Assessment
  - HW: Read Intro and Chapter 1 in gm4jh
  
- Week 2 (Sept. 9):
  - In Class: Online Footprint Presentation/Discussion. Outcome: What does an ego-search say about you? Assess current online footprint and identify plan to improve.
  - In Class: Guerrilla Marketing for Job Hunters Discussion #1. Overview of Guerrilla Job Search Flow Chart. Outcome: Begin applying our reading to building your foundation for the job search.
  - In Class: Current event discussion based on “marketing experts” circle.
  - HW: Personal guided reflection question #1: Post your plan to improve your online presence. Identify the gaps and show how you will address them.
  - HW: Identify the additional book you will read for the class based on conversation with your site supervisor and your instructor.
  - HW: Placement verification.
  - HW: Read Chapter 2 in gm4jh THEN complete Exercise #1 and Exercise #2 on page 24 BEFORE class on the 16th.
  
- Week 3 (Sept. 16):
  - In Class: Presentation of What you Do Well and What you Enjoy Doing from gm4jh
  - In Class: Achievements Workshop. Using homework, students will now list three specific results oriented achievements for their skills. Outcome: will be used for resumes.
  - HW: Hone your list of achievements and be prepared to present in next class.
  - HW: Read Chapter 3 and Chapter 4 in gm4jh
  - HW: Participate in #u30pro at least ONCE before October 21st.

- Week 4 (Sept. 23):
  - In Class: Discuss three things that stood out for you from gm4jh chapters 3 and 4. Outcome: remember what to do for that job search.
  - In Class: Presentation of your list of achievements. Outcome critique and refine achievements list for your resume.
  - In Class: Discussion: Skill gap identification. Based on your achievements, what do you think you need to achieve while in your current internship so you can add depth to your list? Outcome: Provide direction and goals for your internship and provide content to instructor for items to consider for class.
  - HW: Personal guided reflection question #2: Post your plan to add to your achievements over the next year -- what will you achieve in your internship? what will you strive to achieve in the spring semester?
  - HW: Read Chapter 5 in gm4jh THEN visit [www.careeronestop.org](http://www.careeronestop.org) then follow the author's recommendation on page 81 to look at the skills profiler.
  
- Week 5 (Sept. 30):
  - In Class: Status update from your internship -- name three things that have gone super well (achievements) and three "lessons learned" (things that aren't going as well as you hoped).
  - In Class: Thoughts on how you will approach your job search in May.
  - In Class: Current event from your Marketing Experts Circle.
  - In Class: Ego-Search Status -- Quick search on Brand You. Keep working on your external sites, adding value, creating content. You will be graded on this for midterm.
  - HW: Read Chapter 6 THEN come to class on Oct. 7th with your Standard Guerrilla Resume to present. (Note, we'll work on the cover letter bit later in the semester).
  
- Week 6 (Oct. 7):
  - In Class Presentation and Critique of updated resumes.
  - HW: Read Chapter 7 in gm4jh
  - HW: Practice Networking (Select ONE. Must be completed by 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.
  
- Week 7 (Oct. 14):
  - In Class: Speaker
  - HW: Speaker Reflection

- HW: Read Chapters 8 and 9 in gm4jh THEN update your LinkedIn Profile, critique your online brand one last time before submitting for review THEN create an About.me page, send the link to me via Twitter (make the link a [bit.ly](https://bit.ly) so you can track it). I'll use this to access your online brand and provide graded feedback. I just may tweet it too. ;-)
- HW: Submit your timesheet and TWO examples of achievements gained so far in your internship.
- HW REMINDER: This is the last week you have to participate in #u30pro if you haven't already (separate from your networking assignment)

- Week 8 (Oct. 21):
  - Note: Midterm Grades are due on October 23rd | The last day to withdraw from class without academic penalty is October 26th.:
  - In Class: About.me presentations (10 minutes each) Be sure to connect in a status update from your internship focused on achievement.
  - In Class: Current event discussion
  - In Class: Speaker selection -- who else do you want to have come in and speak?
  - Personal guided reflection question #3: Reflect on what your peers have accomplished, go back to your first reflection on skill gaps. Are you on track to meet your goals? What more do you have left in the last half of class that you need to achieve?
  - HW: Read Chapter 10 and 11 in gm4jh
  - HW: Come to class on 10/28 with THREE JOBS you would like to apply for. Use the job resources from gm4jh to help you (some of which we read about earlier in the semester)
  
- Week 9 (Oct. 28):
  - In Class Discussion of gm4jh -- over the top? Could you see yourself doing any of these things?
  - In Class Presentation of your Three Jobs. Workshop to focus in on which one you will apply for.
  - In Class Brief Cover Letter Workshop
  - HW: Write your draft cover letter. Refer to Chapter 6 in gm4jh
  
- Week 10 (Nov. 4):
  - In Class presentation and critique of your cover letter.
  - In Class cover letter workshop continues
  - HW: Finalize your cover letter and submit your cover letter and resume along with any support materials (and the job ad as well)
  - HW: Read Chapter 12 in gm4jh

- Week 11 (Nov. 11):
  - In Class: Interview for the position.
  - HW: Personal Guided Reflection #4: Reflect on the “search” and “application” and “interview” process we’ve gone through over the past three weeks. Do you feel more prepared for the job search? What else do you need to do to get prepared for May?
  - HW: Networking Assignment is due next week.
  
- Week 12 (Nov. 18):
  - In Class Presentations on Networking assignment
  - Enjoy your BREAK! (Remember your book presentation is due during finals week)
  
- Week 13 (Dec. 2):
  - In Class Speaker
  - HW: Speaker reflection
  
- Week 14 (Dec. 9) Last class before finals
  - In Class Current Event
  - In Class Updates on Internships
  - Final Wrap-up, critique
  - HW: Final Timesheet and Achievements portfolio due Sunday, December 11th
  - HW: Submit your final About.me by Sunday, December 11th
  - HW: Employer evaluation due to instructor via email by Sunday, December 11th
  - HW: Prepare for your final presentations on your book linked to your internship. Be sure to include your portfolio/brand as part of the presentation. Each presentation will be 15 - 30 minutes in length.
  
- Week 15 (TBA) Final Class
  - Final Presentations
  - Celebration/Special Guests

## 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)



**Division and Program Competencies:** It is the goal of the Division of Business that each student achieve competence within key areas of business. The competencies listed below should be self-assessed by each student as part of their goals reflection in the internship experience. Students will be asked to evaluate themselves on what level of competence (novice, apprentice, practitioner, expert) they feel they have achieved on the Division and their Program competencies at the conclusion of the course.

**Division of Business Competencies**

- THE EXPERT / GENERALIST: Synthesize concepts from multiple business disciplines to address novel, systems-level business situations.
- THE WHOLE-BRAIN THINKER: Analyze and evaluate evidence and appraise alternative viewpoints.
- THE PROBLEM SOLVER: Apply business theories and concepts to practical problems
- THE COMMUNICATOR: Use written, oral and nonverbal messages to convey ideas, information and intentions effectively in the business environment.
- THE DIGITAL STRATEGIST: Leverage digital tools to support successful business decision-making, organizational communication, business operations, and customer relations.
- THE TEAM PLAYER: Use team skills such as leadership, followership and human relations to promote organizational effectiveness and contribute meaningfully to team projects.
- THE GLOBAL CITIZEN: Diagnose communication issues and evaluate business environments in multinational and multicultural case settings and propose appropriate solutions.
- THE QUANTITATIVE REASONER: Use analytic and quantitative techniques to understand data, make sound inferences, and make well-supported decisions.
- THE CORPORATE CITIZEN: Participate in community-based projects that make a difference in the civic life of our communities and reflect on the ethical and societal implications of such activities for corporations.
- THE INNOVATOR: Use multiple approaches to generate alternative innovative organizational change strategies.
- THE EMOTIONALLY INTELLIGENT PROFESSIONAL: Develop a personal code of values and ethics that includes, among other things, a commitment to understanding themselves and others.
- THE LIFE-LONG LEARNER: Diagnose their own learning needs and formulate goals and strategies to seek knowledge from multiple sources.

## **Marketing Program Competencies**

- THE BRAND STRATEGIST: Manage the marketing process and create value for the organization and all stakeholders.
- THE BRAND COMMUNICATOR: Demonstrate multi-channel communication skills including oral, written, audio/visual and digital.
- THE CONSUMER BEHAVIORIST: Apply consumer behavioral theories in projects and live case studies.
- CUSTOMER RELATIONSHIP MANAGER: Integrate customer relationship concepts and theory into planning and recommendations for business.
- THE ETHICAL MARKETER: Evaluate and assess the legal and ethical ramifications of their actions and decisions.

## **Academic Honesty Policy**

### **Introduction**

In addition to skills and knowledge, Champlain College aims to teach students appropriate Ethical and Professional Standards of Conduct. The Academic Honesty Policy exists to inform students and Faculty of their obligations in upholding the highest standards of professional and ethical integrity. All student work is subject to the Academic Honesty Policy. Professional and Academic practice provides guidance about how to properly cite, reference, and attribute the intellectual property of others. Any attempt to deceive a faculty member or to help another student to do so will be considered a violation of this standard.

### **Instructor's Intended Purpose**

The student's work must match the instructor's intended purpose for an assignment. While the instructor will establish the intent of an assignment, each student must clarify outstanding questions of that intent for a given assignment.

### **Unauthorized Assistance**

The student may not give or get any unauthorized assistance in the preparation of any work. Authorship The student must clearly establish authorship of a work. Referenced work must be clearly documented, cited, and attributed, regardless of media or distribution. Even in the case of work licensed as public domain or Copyleft, (See: <http://creativecommons.org/>) the student must provide attribution of that work in order to uphold the standards of intent and authorship.

### **Declaration**

Placing one's name on the exam, assignment, or any course document is a statement of academic honor that the student has not received or given inappropriate assistance in completing it and that the student has complied with the Academic Honesty Policy in that work.

### **Consequences**

An instructor may impose a sanction on the student that varies depending upon the instructor's evaluation of the nature and gravity of the offense. Possible sanctions include but are not limited

to, the following: (1) Require the student to redo the assignment; (2) Require the student to complete another assignment; (3) Assign a grade of zero to the assignment; (4) Assign a final grade of "F" for the course. A student may appeal these decisions according to the Academic Grievance Procedure. (See the relevant section in the Student Handbook.) Multiple violations of this policy will result in a referral to the Conduct Review Board for possible additional sanctions. *The full text of the Academic Honesty Policy is in The Student Handbook.*

## **MISCELLANEOUS**

### **Students with Disabilities**

If you believe that you have a disability requiring accommodations in this class, please contact the Coordinator of Support Services for Students with Disabilities as soon as possible. After you receive a letter documenting the appropriate accommodations, please contact a counselor to work with you to implement accommodations in a timely fashion. It is the student's responsibility to seek and secure accommodations prior to the start of a test or project.

Contact: Skip Harris

- Counselor and Coordinator of Services for Students with Disabilities
- Office Skiff 104
- Phone: 802-651-5961
- Email: [sharris@champlain.edu](mailto:sharris@champlain.edu)

### **Class during an Extended Campus Closure**

Champlain College is taking precautionary measures to ensure that this class can continue in a "virtual environment" even during an extended emergency such as severe weather, contagious disease, physical infrastructure failure, campus closure, or similar incident. This course will continue either online through a college-provided learning management system (Angel), or through some other process unless cancelled.

In the event of such an emergency, students are expected to continue instructor-designated class activities, as directed by the instructor. Due to the nature of the "virtual environment" learning activities may differ slightly from the on-campus course. In order for this emergency preparedness plan to be effective, you are asked to do the following:

**Immediately**

- Ensure that you will have a computer and broadband Internet access at the location (home or other) in which you will reside during an extended campus closure.
- Prepare yourself with the basic skills of logging into Angel via the my.champlain.edu dashboard, finding your course(s) and entering them.
- Participate in a "warm up" online activity in the "virtual environment" when directed to do so by your instructor.

**During an Emergency**

- Test your broadband Internet access immediately upon arriving at your chosen residence during the campus closure.
- Log into Angel and enter your courses.
- Check for emergency information on Champlain College main website ([www.Champlain.edu](http://www.Champlain.edu)) which will indicate the semester week and day on which college classes will resume online.
- Enter your class and go to the appropriate week of class where you will receive directions from your instructor.