

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 290

Credits: 3

Course Title: Coordinated Internship in Marketing

Course Description: Supervises on-the-job training in selected business, industrial, or service firms coordinated by the college. Provides students an opportunity to increase their knowledge of operating a retail business. Teaches the skills necessary for effective performance in supervisory and upper-level management positions in marketing occupations. Involves rotation among the various departments/functions within the retail training laboratory until the student is familiar with the operation. Combines a comprehensive introduction to store retailing with extensive on-the-job training assignments, which provide the opportunity to apply the understanding of merchandising and management procedures. Prerequisite: Minimum of any 30 credits. Laboratory 15 hours per week.

General Course Purpose: The coordinated internship course is an opportunity provided by an employer for providing a substantial learning experience about a particular field while gaining real-world work experience. The internship anchors the work experience to learning objectives related to a student's major, discipline, business project, or field of interest.

Course Prerequisites and Co-requisites:

Prerequisite. Minimum of any 30 credits

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Demonstrate the knowledge, skills, and dispositions essential to professionalism in the internship career field;
- b. Analyze career field information relevant to internship, enhance interpersonal communication, and critical thinking skills;
- c. Synthesize the relationship between curriculum and career, and apply theory, knowledge, and skills learned in the classroom in a work setting;
- d. Discuss the organizational culture and structure and operational policy and procedures of company;
- e. Exhibit personal and professional development by including diverse perspectives, engaging in citizenship, and establishing personal and professional goals; and
- f. Engage in responsible conduct while working as an intern and allow decisions to be influenced by a value-centered life.

Major Topics to Be Included:

Major topics to be included will vary with each individualized training plan

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