

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer course X A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 158 Marketing Internship

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language and computational skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE:

A group process whereby students form their own promotions company. Students will work with a local business owner for the purpose of creating and implementing a promotional event to be held on campus, at the client's place of business, or at another location, as identified through the research component of their plan. Students will engage in activities which include, but are not limited to, market research, advertising, public relations, and budgeting. *Course not offered every semester.*

SPECIFIC COURSE OBJECTIVES: Successful students will acquire knowledge/skills in

1. Operating a business entity working with co-workers, clients, sponsors, vendors, campus administrators and the general public;
2. Development and implementation of market research information deducing valid conclusions to enable them to develop a successful promotional event;
3. Developing and implementation of advertising research;

4. Developing and implementation of public relations research;
5. Anticipating and solving problems associated with the implementation of the promotion;
6. Justifying the promotional proposal to their client;
7. Explaining the rationale and conclusions drawn from the research component at a formal presentation held prior to the approval by the client;
8. Implementing the promotion to the client's satisfaction.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

Course contents will cover at a minimum:

- effective communication skills in written and oral form
- effective group process
- market research and plan development
- advertising research and plan development
- development of promotional objectives and strategy
- public relations research and plan development
- presentation skills
- maintaining a balanced budget

REQUIRED READING:

Handouts provided by the instructor and client business.

SUGGESTED READING: None.

REQUIRED WRITING: Students will write a complete promotional plan which will include a marketing and advertising plan component. Students are also responsible for a recap book at the end of the semester.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes ___ No X

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Instructor and student evaluations as follows:

- 15% evaluative form for group effectiveness
- 15% presentation
- 20% promotional plan
- 20% recap book
- 30% promotional event

90 - 100%	=	A
80 - 89%	=	B
69 - 79%	=	C
60 - 68%	=	D

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No X Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

58161 (c)(2)(B).

CONTACT PERSON: Bonnie Ann Dowd, ext. 2495.

SIGNATURES ON FILE