

**Crafton Hills College
Course Outline**

1. Discipline: Marketing
2. Department: Business
3. Course Title: Marketing Work Experience
4. Course I.D.: MARKET 198
5. Prerequisite(s): Enrolled in marketing occupational program and working, either paid or unpaid/volunteer service, at a job directly related to student's educational goal.

Corequisite(s): Enrolled in at least seven units, including Work Experience.

6. Semester units: 2 – 4
7. Minimum Semester hours:

Paid employment:	Laboratory	150 – 300
Unpaid employment:	Laboratory	120 -- 240

8. Need for Course:

Occupational Work Experience combines the two most needed ingredients to further a student's career goals: education and job experience. This concept relates the classroom to the employment community, providing a learning oriented experience guided by specific work objectives. Work Experience units are generally transferable to the CSU system and all units apply as elective credit toward the associate degree.

9. Goals for Course:

- A. To provide a Work Experience educational program as required by the San Bernardino Community College District Plan for Cooperative Education.
- B. To enrich the learning experience of students who are employed by merging their educational and career objectives.
- C. To develop a more active involvement with the community by creating linkages with public and private employers, students, and faculty.

10. Catalog Description:

Occupational Work Experience integrates classroom instruction with practical on-the-job experience, either paid or unpaid/volunteer service, coordinated with the student's program of study and related to appropriate occupational goals. Provides up to 16 units of elective credit toward the associate degree. Credit is transferable to CSU system as determined by each CSU campus.

11. Entrance Skills:

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- A. Requisite skills: Student must have previously completed or be currently enrolled in a marketing course and must be currently employed, either paid or unpaid/volunteer service, in work related to marketing.
- B. Recommended skills: None

12. Course Objectives:

The general objective is to foster technical and conceptual skill development in an area of occupational specialization in order to prepare students to accept positions of responsibility in their chosen profession.

Each student, with the assistance of the Work Experience Instructor and the employer, must establish at least three learning objectives appropriate to his/her work assignment. These objectives, which must include new or expanded responsibilities or learning opportunities beyond the student's previous work experience, may fall into one of the following categories: Routine, Personal, Problem Solving, Creative, Critical Thinking, College Level, or Subject Matter. See Attachment #1 for examples.

13. Representative Texts and Instructional Materials:

Students receive instructor-prepared materials such as a course syllabus and a pamphlet, "Student Guidelines and Responsibilities".

14. Course Content:

- Career information
- Job related attitude development
- Human relations
- Enhancement of job skills
- Preparation of application
- Establishing specific work objectives
- Developing responsibilities
- Development of career goals
- Critical thinking skills

15. Methods of Instruction:

Lecture, demonstration, discussion, work-based training

16. Assignments and Methods of Evaluation:

Students are required to enroll in a minimum of two units of Work Experience. For each unit of credit, students must work a minimum of 75 hours per semester or 60 hours per semester if unpaid or volunteer work.

Students must develop three objectives by analyzing their present job and determining what they need to know, what they need to learn, what their priorities are, and how to achieve these objectives. Students must indicate how the objective will be met, how and by whom will completion of the objective be

measured, and by what date it will be completed. Students are required to turn in a written assignment on their objectives at the end of the semester. They must describe the techniques used to master the accomplishment of each objective, explain why they chose a particular objective, how each written objective could be improved, and how this newly learned information will benefit them in the future.

Students are evaluated as follows:

Meeting due dates	Approximately 20%
Following directions	Approximately 20%
Evaluation by employer	Approximately 20%
Evaluation by Work Experience Instructor	Approximately 20%
Final essay	Approximately 20%

The Work Experience Instructor is required to meet with the student and the employer at the job site at least once each semester to conduct a progress review.