

Douglas

COLLEGE

College

tion

Date

May 1999

A: Division

Instruc

Business Administration

Marketing

Business

B: Department

Comm

M: Course Objectives/Learning Outcomes

By the end of the course, the successful student should be able to:

- 1. develop problem analysis skills and ability to translate a marketing challenge into a feasible project;
- 2. apply marketing concepts and methods learned to solve practical marketing problems and situations in the marketplace;
- 3. develop client interaction and satisfaction skills;

N: Course Content

1. Purpose of marketing practicum.
2. Project analysis and planning.
3. Client goals, management and interaction.
4. Information requirements and data gathering.

Q: Means of Assessment

Group Participation

10%

Project

20%

Project Management

20%

Project Evaluation

20%

Final Report

20%

Weighting of Overall Project 10%

Client Eval

100%

**CREDIT FOR THE COURSE.**

B: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

*[Handwritten scribbles and signatures]*