



EFFECTIVE: MAY, 2008 CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May, 2008**

B. Department / Program Area: **Commerce & Business Admin. / Marketin**

If Revision, Section(s) Revised: **F, G, M, N, P**
 Date of Previous Revision: **September 2002**
 Date of Current Revision: **November 2007**

C: **MARK 4483** **D:** **Marketing Practicum** **E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: A directed studies program where students work on practical marketing projects. Students will identify the marketing challenge, develop the framework for the project, gather the necessary information and data, undertake the necessary marketing analysis, and summarize their findings and recommendations in a final report.	H: Course Prerequisites: MARK 3340 and MARK 3441 and MARK 4440 and English 12 with a letter grade of "C" or better or approved equivalent	I: Course Coreq
G: Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars	J: Number of Contact Hours: (per week / semester for each descriptor) Lecture: 1 Hour Seminar: 4 Hours Total: 5 Hours	K: Maximum Class Size: 16
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

M: Course Objectives / Learning Outcomes

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

1. effectively utilize problem analysis skills
2. translate a marketing challenge into a feasible project with a plan, a strategy, and deliverables;
3. apply marketing concepts and methods learned in previous courses;
4. integrate the knowledge and understanding achieved in formal studies with the realities of practical marketing problems and situations in the marketplace;
5. understand how to work effectively in a project team;
6. develop client interaction and satisfaction skills;
7. integrate the various parts of a marketing project, develop recommendations, and summarize the project

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

No