



A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management

Industry Sales Practicum
MKTG 4404

Option: Professional Sales and Marketing

Industry Field Experience

Start Date: March 17, 2008

End Date: May 23, 2008

Hours/Week: 6 **Total Weeks:** 10 **Total Hours:** 60 **Term/Level:** 4B **Course Credits:** 4

Prerequisites

Course No.	Course Name
MKTG 3334	Advanced Sales and
MKTG 3343	Negotiation
	Sales Management

Course Description

The industry practicum provides students with an opportunity to work in a selling and marketing environment. Students are on-site at an industry organization 2 days per week for 10 weeks. Students are to produce and present a report or other tangible work at the conclusion of their work experience.

Evaluation


1. Practicum Progress Report	5%	All Assignments Must Be Completed: Students must complete every assignment in order to successfully pass the course. If the student does not submit all of the assignments a zero will be assigned for the Journal and Formal Report resulting in a failing grade.
2. Practicum Preliminary Report	10%	
3. Practicum Performance Appraisal	10%	Illness: A doctor's note is required for any illness causing you to miss any scheduled practicum days. Students must be "on the job" and "on time" during their scheduled practicum days. Students must procure their own Practicum.
4. Formal Report	30%	
5. Journals	15%	
6. Sponsor Assessment	30%	
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TOTAL	100%	

Course Goals

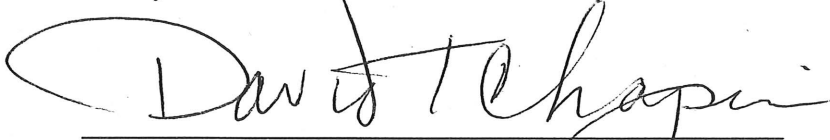
1. Gain practical experience in a sales and marketing environment.
2. Understand corporate culture.
3. Apply sales and marketing skills to assist an organization.
4. Make industry contacts.

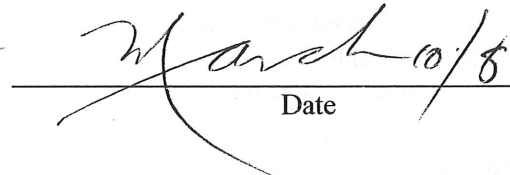
Verification that the content of this course outline is current.


David Chapin, DBA - Authoring Instructor

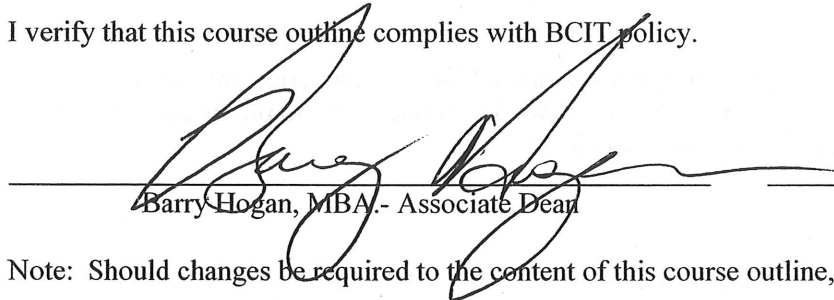

Date

I verify that this course outline has been reviewed.


David Chapin, DBA - Program Head


Date

I verify that this course outline complies with BCIT policy.


Barry Hogan, MBA - Associate Dean


Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor

David T. Chapin,
Program Head,
Professional Sales &
Marketing,
C.S.P., Dipl. Adult Ed., B.A.,
B.Ed. (Adult), M.D.Ed.,
M.B.A., M.Th., D.B.A.

Office Location
SE6 324

Office Hours
As posted or by
appointment

BCIT Office: 604 451 6770
Home Office: 604 434 1418
Cell 604 613 5190
email: david_chapin@bcit.ca

Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Students must be “on the job” during their scheduled practicum days.

Illness: A doctor’s note is required for any illness causing you to miss any scheduled practicum days.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

All Assignments Must Be Completed: Students must complete every assignment in order to successfully pass the course. If the student does not submit all of the assignments a zero will be assigned for the Journal and Formal Report resulting in a failing grade.

Back-up Copies: Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

Industry Standards: All assignments, presentations, and exams will be judged using industry standards.

Assignment Details

1. Practicum Progress Report – Sunday, March 2nd @ 11:55 pm (or sooner)

- i. You are to write a short progress report outlining your practicum search.
- ii. If you have a practicum position, briefly discuss the where’s and what’s of your practicum.
- iii. If you do not have a practicum position, discuss your plans to obtain a practicum.
- iv. Post to our WebCT Discussing Forum entitled “Practicum Progress Report – Class Of 08”

2. Practicum Preliminary Report – Monday, March 17th @ 11:55 pm (or sooner)

(First day after Spring Break)

This memo report - you will consider these major areas:

- i. Briefly describe practicum sponsor from the prospective of:
 - History
 - Products
 - Markets
 - Key accounts
 - Key competitors
 - Organizational Chart
 - Other pertinent information
- ii. **Discuss your rational for choosing this practicum.** (Your “rational” will be a large portion of the grade for this assignment.)
- iii. Discuss, in general terms, the “daily work” to be accomplished during the Practicum. (See attachment - Exhibit #1).
- iv. Submit your practicum timetable as part of this “Preliminary Report” (Exhibit #1)
- v. Post to our WebCT Assignment Box

3. Practicum Performance Appraisal – Week of Monday, April 7th through Friday, April 11th (Latest date Sunday April 13th @11:55)

- i. You are to arrange a performance appraisal with your practicum sponsor. Have your sponsor use their official performance appraisal process. If there is no official performance appraisal process you are to arrange for an ‘unofficial’ performance appraisal. This unofficial performance appraisal captures the essence of your performance to date. (This will require a short report.) Have your practicum sponsor “sign-off” your performance appraisal
- ii. Please scan your Performance Appraisal and submit it to our WebCT Assignment Box. This assignment must be scanned because I need to see the signature of you and your Appraiser.

4. Formal Report – Friday, May 16th @ 11:55pm or sooner (The Friday before Finals)

To be submitted at the end of your Practicum

- i. Introduction to the Report
- ii. Marketing Environment
 - A brief SWOT Analysis

Regarding the SWOT and Issues Analysis:

- **Opportunities/Threats** - (The External Environment) – Identify the main opportunities and threats facing the business... (Usually, demographic/economic, technological, political/legal, & social/cultural).
- **Strengths/ Weaknesses** - (The Internal Environment) – Identify the strengths and weaknesses of the organization... (Usually, customers, competitors, distribution channels, & suppliers).
- **Issues Analysis** - Issues are areas that a subsequent Marketing Plan (MP) must address. They are derived from the OTSW's analysis and they couched as questions. If you couch them as statements they become premature strategies. Here's an example of an "Issues Analysis:"
 - How can ABC utilize its on-air promotions and programming strategies to help attract new viewers?
 - How can ABC drive traffic to its web properties to help develop additional advertising space?
 - How can ABC continue to grow its viewer base outside of the traditional television broadcast medium?
 - How can ABC leverage partnerships to create unique and interesting marketing and sales opportunities?
 - How can ABC leverage its current broadcast delivery channels within the new media world to drive traffic to its new media delivery channels effectively?
 - How can ABC create revenue opportunities in the new media world?
 - How can ABC create additional revenue opportunities from our traditional broadcast delivery methods?

iii. Sales Force – Observed and Critiqued

- sales management
- sales reps
- selling activities
- non-selling activities
- compensation
- expenses
- training

iv. Selling Processes - Observed and Critiqued

v. Competitive Analysis

vi. **Recommendations**

vii. **Major "learning" (this section should be substantial)**

viii. **What sales skills do you need to be improving?**

ix. Thank you letters.

x. Post to our WebCT Assignment Box.

5. Journal (Ongoing) – Friday, May 16th @ 11:55pm or sooner (The Friday before Finals)

i. You will be required to maintain a detailed "Journal" for this practicum. ***You must maintain a daily record of all that you have done during the practicum.*** This would include such things as the names of sales and marketing personnel and customers that you worked with each day. In your "Journal" you are to record all that you observed the duties that you performed, and your "***major learnings***". Note this is a ***daily*** journal – your entries are to be made daily for the days that you are on your practicum. (There should be a "major learning" for each day of your practicum experience).

ii. Samples of call sheets, sales reps reports, order forms, technology used by the sales reps ... etc.
Post to our WebCT Assignment Box.

6. Sponsor's Report (Please see Exhibit #2) – **Wednesday, May 7th**

The firm that is sponsoring your practicum will be required to submit an assessment of your performance. You will request this assessment before Wednesday, May 7th. Your sponsor is requested to **Fax or email or Scan** their assessment to me. Your sponsor will be asked to provide candid comments on your performance (Exhibit #2). The reason for Faxing or Scanning your Sponsors Report – A business card is required in order to receive a grade for this portion of your practicum grade.

You scan to: Our Exhibit #2 WebCT Assignment Box

Exhibit #1

Practicum Timetable

(Your practicum will not be accepted unless your sponsor's business card is attached)

<i>Date</i>	<i>Work to be Done</i>
<i>Week 1 March 20-21</i>	
<i>Week 2 March 27-28</i>	
<i>Week 3 April 3-4</i>	
<i>Week 4 April 10-11</i>	

<i>Week 5</i> <i>April 17-18</i>	
<i>Week 6</i> <i>April 24-25</i>	
<i>Week 7</i> <i>May 1-2</i>	
<i>Week 8</i> <i>May 8-9</i>	
<i>Week 9</i> <i>May 8-9</i>	
<i>Week 9 / May 12th through May 16th</i> - Finish up any loose ends at your Practicum - Write-up report - From my perspective you do not have to be at your practicum site this week. This is a week to write up your reports.	<p style="text-align: center;">Compile Final Report</p> <p style="text-align: center;">Friday, May 16th @ 11:55pm journals & reports are due -- Post to our WebCT Site</p> <p style="text-align: center;">(This is the Friday before final exams)</p> <p style="text-align: center;"><u>No extensions / No excuses please).</u></p>

Exhibit #2

Dear Practicum Sponsor:


On behalf of BCIT I want to thank you for your support for our student practicum program.

Dr. David T. Chapin,
Program Head, Professional Sales and Marketing

Please fill out the following. Your feedback will assist both the student and BCIT to evaluate the work experience project and will assist in improving the student's performance. (Please print)

Student's Name & Set	Date
Report Completed by	
Position	
Signature	

Please attach your Business Card



(Please see other side)

Exhibit #2

Instructions

1. Please rank the students by circling the appropriate number below.

1 = Poor performance

5 = Average performance

10 = Excellent performance

2. Please write a brief comment under each heading below.

<i>Overall performance of the student</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Communication skills</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Enthusiasm</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Willingness to learn</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Ability to work with others</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Ability to work as an individual</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Punctuality</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Personal appearance</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:
<i>Courteousness</i> Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10 Comments:

Initiative

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

Cooperation

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

Productivity

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

Ability to follow instructions

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

Ability to accept responsibility

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

Evaluation as a prospective employee

Circle the appropriate number - 1 2 3 4 5 6 7 8 9 10

Comments:

In your opinion what are some areas the student needs to improve upon

ADDITIONAL NOTES

Professional Sales Practicum Policies:

Illness: A doctor's note is required for any illness causing the practicum student to miss any scheduled practicum days. This doctor's note must be submitted to the practicum sponsor and practicum faculty advisor.

Practicum students must be "***on time, on the job, and productive,***" during their scheduled practicum days. They must comply with the rules and regulations of the practicum sponsor's organization.

Practicum Recommendations for the Employer/Employee (What the Professional Sales Option Expects From Both Parties)

Our practicum students seek practicums in a broad assortment of business situations and with a wide variety of business organizations. We request that the "practicum sponsor" and the "practicum student" work together to complete "Exhibit #1" of the practicum course outline. The purpose of completing "Exhibit #1" is to mutually agree on the work to be accomplished during the practicum.

Liability

Students are covered by WorkSafeBC through the Ministry of Advanced Education. This coverage is extended to all students on approved Practicums /Internships and apprentices. In cases where they are on a field trip then they are covered through BCIT's UCIPP extended coverage.

The course instructor and the supervisor at the industrial work site would be considered the Supervisor. Any training and orientation of the student at the outside work site should be performed by the supervisor of the intern at that work site. Any incidents or injuries should be reported to the course instructor and the site supervisor as well as BCIT first aid. BCIT first aid ensures that the forms are completed and sent to the Ministry of Advanced Education in Victoria.

For the UCIPP extended coverage we submit an incident report to make them aware of the incident (in case of a law suit) but it is the student's responsibility to submit a claim to Citadel Insurance (process online at <http://www.bcit.ca/files/supply/pdf/studentaccidentinsuranceprogram.pdf>)